Hispanic Policy Development Project

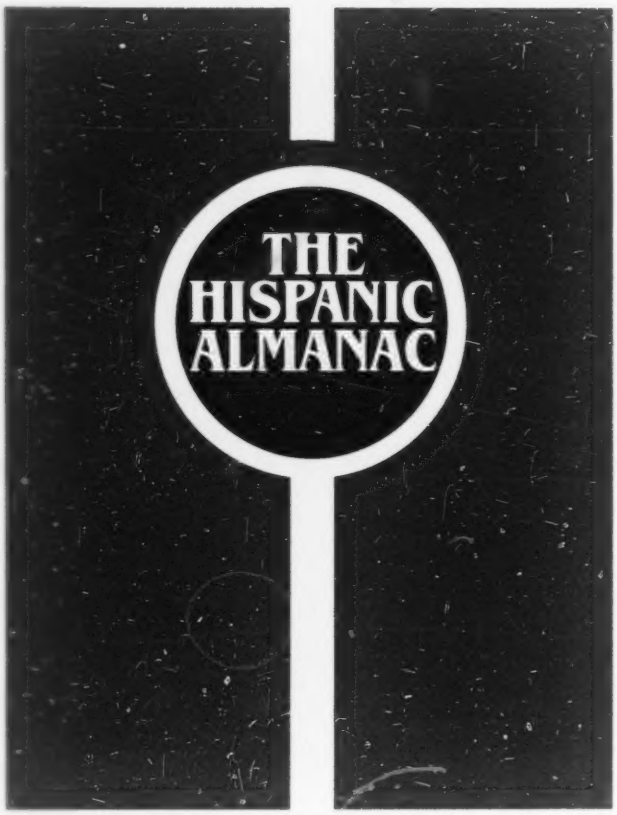
THE HISPANIC ALMANAC

- A Fact Book of Social and Economic Data
- Profiles of the Top Twenty Hispanic Markets

THE HISPANIC POLICY DEVELOPMENT PROJECT is a non-profit organization — a 501(C)(3) — which encourages the analysis of public policies and policy proposals affecting Hispanics in the United States.

HPDP directs its efforts in particular to the problems of Hispanic youth: secondary education, employment, and access to social services. Compared to other segments of the U.S. population, the Hispanic segment is young. This youthful population is often inadequately served by schools and social service agencies, and many Hispanic young people are insufficiently trained to compete effectively in the job market. To attack these problems, HPDP supports high-level public policy commissions composed of prestigious Hispanics and non-Hispanics; conferences, seminars, and debates around central education and employment issues; both lay and professional analysis and evaluation of specific policy options; and policy analysis competitions open to Hispanic and non-Hispanic scholars as well as Hispanic organizations. HPDP places major emphasis on supporting the work of Hispanic organizations and increasing their access to policy-making networks.

The communication of policy data, recommendations, and proposals is a major part of HPDP's program. Using extensive contacts among representatives of the business and corporate world and among policy makers on both state and national levels, as well as frequent briefing sessions, conferences, and seminars, HPDP seeks to bring its findings to the attention of key groups and leaders throughout the United States. The production of publications like this ALMANAC is part of that effort.



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The editors invite readers to submit their comments and suggestions. Every communication will be read by the editors, and each will be given careful attention, although it will not be possible to send a personal reply to each letter. Please send your observations to—

The Hispanic Almanac
Editorial Office
Hispanic Policy Development Project
1001 Connecticut Avenue NW—Suite 310
Washington, D.C. 20036

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Henry Santiestevan
Stina Santiestevan
Editors

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The production and publication of this first Hispanic Almanac is a major step toward fulfillment of a commitment. We are pledged to encourage the analysis of public policies and policy proposals affecting Hispanics in the United States. The communication of objective and documented information about U.S. Hispanics is a vital part of our program.

The researching and publishing of The Hispanic Almanac was made possible by grants from CBS Inc., the Atlantic Richfield Foundation, and Time Inc. We are proud of their confidence in us, and we are deeply grateful.

Officers and Members of the
Board of Directors
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Project

PREFACE

The Hispanic Almanac in a single, easy-to-use volume brings together a collection of comprehensive, objective, and current data about Hispanics in the United States.

Its publication makes available for the first time a top-quality, reliable reference book on the U.S. Hispanic population.

- The journalist and editor can obtain up-to-date documented information about Hispanics.
- The business executive can pin-point answers, easily and quickly, to questions about the nation's top 20 Hispanic markets.
- Researchers, educators, and students can check details on Hispanic groups and subgroups.
- Office holders and challengers, campaign strategists, and political observers will find facts, analyses, and insights about Hispanic electorates.
- And public planners and policy makers, elected and appointed officials on all levels, leaders of national and community organizations, corporate executives, trade union officers—anyone who needs accurate information about the nation's Hispanic population—will find The Hispanic Almanac invaluable.

We believe that the Almanac is more than an excellent reference book, more than a collection of data, more than the projection and interpretation of hard facts. We believe the Almanac to be an experience in education and understanding.

Siobhan Oppenheimer-Nicolau,
President
Hispanic Policy Development Project

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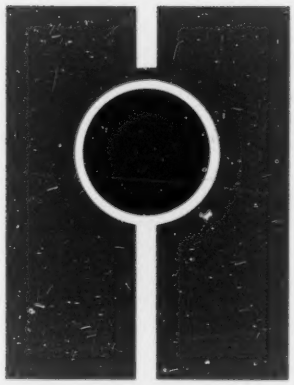


Section I:

U.S. Hispanics: Who They Are, Whence They Came, And Why

U.S. HISPANICS: WHO THEY ARE, WHENCE THEY CAME, AND WHY

Western Hemisphere Hispanics and their cultures are, in the main, the products of the expanding Spanish empire of the 15th and 16th centuries, but their roots can be traced to many different origins: Spanish explorers, governors, soldiers and servants; their English and French counterparts; the natives of the New World, from Aztecs to Apaches; and African slaves. White and Black, Brown and Red, the Western World's Hispanics are "La Raza"—"the race" or "the people." They are "Latinos" and "Latinas." They are the fastest growing U.S. minority, and within a few years they may be our largest minority.

U.S. Hispanics are united by a common Spanish language and cultural heritage. But they are divided by geography, country of origin, race, class, traditional differences, and the time and circumstances of their entry. For most, that entry has been voluntary and has implied an acceptance of the unspoken obligation of the immigrant and the immigrant's descendants to adapt to their host country.

But central to the problem of how the United States is to deal with questions of Hispanic language and culture is the fact that fully a third of our Hispanic U.S. citizens owe their presence to the U.S. policy of "manifest destiny," or conquest. Both the Southwest and Puerto Rico were settled by the Spanish in the late 1500s—before the Pilgrims landed on Plymouth Rock. These territories were ceded to the United States in peace treaties, and the individuals living in them—native language and all—became involuntary inhabitants of the United States, as did Native Americans, Black slaves, and the inhabitants of the Virgin Islands, Hawaii, Guam, and Samoa.

Mexican Americans

The early Spanish in what is now the U.S. Southwest were concentrated in northern New Mexico and southern Colorado. In the early 1820s, Spain's New World colonies broke away and established new countries, including Mexico. Mexico then encompassed much of what is now Southwestern United States: parts of California, Arizona, Texas, New Mexico, and Colorado. Mexicans were a physical and cultural mixture of Spanish and Native American peoples.

Twenty-five years later, in a war of expansion, the United States conquered Mexico and annexed half that country's territory. The Treaty of Guadalupe-Hidalgo, which granted the Southwest to the United States, also guaranteed the property rights of Spanish settlers. But these rights were not protected, and many Hispanics lost their land. Thereafter they isolated themselves in small villages, maintained Spanish culture and language, and survived as a poor rural majority.

Although the Spanish had established Catholic missions in California, the bulk of Hispanic immigration to California, Arizona, and Texas occurred after 1847 in waves of low-skilled, predominantly Indian-heritage Mexicans, fleeing poverty or political oppression. These immigrants became the underclass of the Southwest, the often exploited labor force for agriculture, industry, and service. They were subject to severe discrimination, including Jim Crow laws and political disenfranchisement. In consequence, Mexican-Americans withdrew into their barrios.

Prior to World War I, many Mexicans unofficially were allowed—and sometimes encouraged—to enter the United States, which needed cheap labor, particularly for laying railroads in Texas, California, Arizona, Nebraska, and Illinois. But during the 1930s, when jobs were scarce, they were declared illegals and were deported in great numbers, although many of the deportees were in fact naturalized citizens or native born. Like the immigrants of the 19th and early 20th centuries, the Mexican Americans of the '30s adopted survival strategies—efforts to be inconspicuous and to avoid antagonizing the Establishment.

"Mexican Town"—"el barrio Mexicano"—was located close to the Anglo community, sometimes literally on "the other side of the tracks." It was characterized by unpaved roads, outhouses and open sewers, bad schools and poorly trained teachers, and a lack of police and fire protection; for the Anglo community, however, el barrio was a pool of cheap available labor, and its bars, gambling houses, and prostitutes a convenient recreational resource.

The ending of World War II triggered major changes in the Anglo/Hispanic relationship. Chicanas had worked in war industries; Chicanos had served honorably in the armed forces. Many emerged from the war period with a determination to better their lives economically, socially, and politically. Many Chicano veterans used their G.I. educational benefits, and Chicano organizations, concerned with voter registration, the delivery of social services, and veterans' rights, began to appear in the Southwest.

The 1980 Census revealed that the majority of Mexican-Americans are urban residents. Significant Mexican immigration to the industrial cities of the Midwest had begun in the '40s. At the same time, Mexican-Americans in the Southwest had begun moving from rural to urban areas. This Hispanic urban population has continued to increase dramatically.

Today's Chicano movement sprang from the socially seething 1960s and included in particular young high school and university Chicanos and Chicanas who firmly proclaimed their ethnic pride and demanded improved educational opportunities, expanded community amenities, and more responsive social agencies. During the 1970s Mexican-Americans began to participate in force in the political, social, and economic life of the Anglo communities and to develop national and regional organizations to articulate their special needs and concerns.

Puerto Ricans

The Puertorriqueños are a minority within a minority. Regardless of where they live—on the island or on the mainland—an alarmingly large proportion of the Puerto Rican population is poor and disadvantaged and has been so since the Spanish colonization.

Spain quickly exhausted Puerto Rico's meager gold mines and then shifted its attention to the wealth of Mexico and Peru. Thereafter, Puerto Rico languished as a relatively ignored military outpost that protected the Spanish shipping lanes. The indigenous Indian population was all but obliterated by disease, conflict, and overwork, and African slaves were introduced, first to work the mines and later the sugar industry.

The island was a passive victim in wars between the great colonial powers, and in 1898—following the Spanish-American war—both Puerto Rico and Cuba were annexed by the United States. Puerto Ricans were granted U.S. citizenship in 1917, and certain improvements in health and education resulted from the U.S. connection, but dramatic changes did not take place until the initiation of Operation Bootstrap, a joint Puerto Rican/U.S. development strategy, based on outside investments and technology transfers.

During the '40s, '50s, and '60s, Operation Bootstrap went a long way toward modernizing Puerto Rico. Industries were established; housing, schools, and health care facilities were increased; the service sector was expanded. Jobs were created, incomes rose, and Puerto Rico became a showcase. Even when Bootstrap was booming, however, Puerto Rico could not support its growing population, and despite official denials, it was generally recognized that the health of the economy required the out-migration of 50,000 persons each year. Emigration to the mainland had begun in earnest after World War II, peaking at 74,000 in 1953.

While recent migration has included significant numbers of professionals, most Puerto Rican migrants have been poor and unskilled, and have faced a major cultural shock upon arrival in the United States. The island from which they come is characterized by a community-centered life, by reliance on extended families and support networks of relatives and friends, by a system which provides respect and care for the elderly, by vast amounts of sunlight and a profusion of flowers and bright colors, even in the barrios of the poor.

The mainland reality which they face could hardly be more different. Themselves the product of a racially mixed society, many Puerto Ricans have confronted white prejudice in the States and found themselves unaccepted by or competing with members of the Black communities. Sometimes they have suffered discrimination at the hands of other Hispanics, a discrimination rooted in class and an old scale of privilege and status that Spain conferred upon its colonies.

They come to an alien culture and climate to escape unemployment; many do not plan to stay, and a significant portion of their migration has always been cyclical. Puerto Ricans settled first in New York and then in smaller Eastern cities: Buffalo, Rochester, Newark, Jersey City, Paterson, Hoboken, Boston, Bridgeport, Hartford, Philadelphia, and later in Cleveland, Chicago, Lorain, Gary, and other Midwestern cities. There are Puerto Rican enclaves in California and Florida, and a thriving Puerto Rican community of farmworkers in Hawaii.

In the 1970s, Operation Bootstrap found itself in grave trouble. This was in part a consequence of recession on the mainland, which adversely affected tourism and industrial growth, and in part a result of flaws in the Bootstrap concept. Its planners had not anticipated that U.S.-based companies would abandon their Puerto Rican operations when cheaper labor became available in Haiti, or Taiwan, or when the tax incentives in Puerto Rico expired. Unemployment increased, the island's debt soared, and transfer payments from the United States within a decade rose by more than 750 percent.

Cubans

By the end of the 19th century, 100,000 Cubans were living in the United States, concentrated mainly in New York City and in Tampa, Key West, and other Florida cities, refugees from the 1868-1895 Cuban wars of independence. The United States annexed Cuba in 1898, after the Spanish American War, and granted independence at the turn of the century. Again, many political refugees sought asylum in the United States.

Another Cuban wave arrived in the 1940s and '50s—many escaping the oppression of the Batista regime—but the major migration (600,000) occurred in the early 1960s as a result of the Cuban revolution. These political refugees—most of them from Havana—included substantial numbers of upper- and middle-class professionals and business people who relocated in Florida, New Jersey, New York, Illinois, and California. They were assisted by a generous and comprehensive federal relocation program, and they rapidly transferred their skills and built an economic infrastructure that allowed them to maintain their culture and to deal as peers with the majority community. At the same time, they were able to provide employment opportunities for other Cuban workers.

In April 1980, the Cuban government announced that Cuban citizens wishing to leave the country could seek asylum at the Peruvian Embassy in Havana; over 10,000 did so, until access ended, and then the government opened the port of Mariel for emigrants who wanted to go to the United States. U.S. Cubans began a Mariel/Key West boat lift of 2000 boats of all kinds, and between June and September 1980, another 125,000 Cubans entered the country.

Fifty percent of the wave of Cuban emigrants who departed Mariel in 1980 had family members already living in the United States. The others were predominantly single males—

some with Cuban prison records. Most of them were young, many were non-white, all were nurtured and educated in a socialist state. They were not welcomed enthusiastically in the U.S. Cuban enclaves. The initial warm reaction of the general public soured when the press announced that Castro was emptying his jails, and when a growing number of violent incidents were reported in the detention camps. Over 50,000 of these Mariel Cubans lack strong family connections in the United States and are adrift between cultures and political ideologies and systems; they have trouble finding housing and jobs, and only minimal efforts have been made to address their adjustment problems.

Only about 20 percent of U.S. Cubanos and Cubanas were born here. It is widely believed that most U.S. Cubans are professionals, managers, and entrepreneurs, and it is true that about a third of the earlier refugees could be so described. But from '65 to '72, over a quarter million Cubans were brought into the United States and only one-sixth of these and more recent arrivals can be called members of the middle class.

There are elements of Cuban culture to be found in Florida — menus and recipes, religion, Afro-Cuban rituals, and attitudes toward family relationships, government, and public assistance — which may well be disappearing in Cuba itself.

The Others

"Other Hispanics" are U.S. Hispanics who are not of Mexican, Puerto Rican, or Cuban origin. They include immigrants from Central and South America, Spain, and the Canary Islands. The composition of this group is thus varied and disparate, but in size it ranks second among the major U.S. Hispanic subgroups. Only the Mexican Americans are more numerous.

Compared to U.S. Hispanics as a whole, the "others" are slightly older, have fewer children, possess more education, are somewhat less geographically concentrated, and are more likely to hold white collar jobs.

They represent a trickle of migration, and until recently were almost always legal entrants. Now, however, a significant number are thought to be undocumented. Many consider themselves to be political refugees, while others have come to the United States to practice professions and trades for which there is little call or low remuneration in their native lands.

The U.S. Hispanic Population

Hispanics in the United States, even those who do not use it much, consider the Spanish language their own, and nearly all Hispanics respect the importance of the family and family relationships. In addition to these common characteristics, U.S. Hispanic communities share a set of common social needs: the problems of their elderly members, their low-income working mothers and mothers on welfare, and their adolescents, caught between two cultures. But, given the diversity of U.S. Hispanics, it is clear that they also have different concerns. Questions of immigration policy, for example, or undocumented aliens, naturalization, refugee status, and guest-worker programs do not directly affect Puerto Ricans, who are U.S. citizens, except as they perceive the influence of such matters on the job market. The political status of the island of Puerto Rico, together with its economic problems, does not deeply affect Mexican-Americans or "others" — but it does interest the politically-aware Cubans, both those who favor and those who oppose the Castro regime. U.S. Cuban policy concerns Cubans, and interest in land-grant issues is confined to the descendants of the early Spanish settlers.

Many successful Hispanics have made significant contributions to U.S. society. They are business persons, bankers, academics, artists, military personnel, teachers, athletes, journalists, union leaders, political figures, and government bureaucrats, as well as blue- and white-collar workers. Many more, however, experience difficulty in finishing high school and acquiring the skills that can move them out of a growing underclass. By all social indicators, mainland Puerto Ricans, for example, have been falling behind U.S. Blacks and Native Americans, and conditions on the island itself are worsening. As a group, Puerto Ricans are the most seriously disadvantaged population in the United States. Many Cubans achieved notable economic assimilation in the '60s and '70s and, according to the conventional wisdom, they have few problems. Cuban children, however, are dropping out of school at an increasing rate, and studies show that young Cubans lacking education fare no better than other Hispanics. Overall, Mexican-Americans do slightly better economically than U.S. Blacks — but worse than any other immigrant group.

A nationwide survey of elected and appointed U.S. Hispanic officials, commissioned by the Hispanic Policy Development Project and conducted by The Public Agenda Foundation in 1983, found emphatic agreement on three issues which these officials considered to be the most important for Hispanics: (1) a lack of education among Hispanic young people and their high secondary school dropout rates; (2) unemployment and underemployment among Hispanics; and (3) relatively low voter participation rates in Hispanic communities, compared to the majority community. The survey sample included officials on all levels of government, drawn from all the major Hispanic subgroups. Thus, despite some unique concerns and many differences, the evidence indicates considerable agreement among U.S. Hispanics and Hispanic subgroups on certain fundamental social and political problems.

Section II:

The National Socioeconomic Profile Of Hispanics

THE NATIONAL HISPANIC PROFILE: AN INTRODUCTION

The Almanac is directed to those who seek, for one or another reason, to better address the social and economic issues related to the Hispanic community. These include businesses interested in marketing to Hispanics and Hispanic subgroups, government at all levels, political organizations seeking to determine the significance of the Hispanic vote, and the communications media—radio, television, newspapers—attempting to gauge the extent of the Hispanic population, its concerns, and its use of the Spanish language. This section of the Almanac examines the size, growth, and characteristics of the United States' Hispanic population.

It contains six subsections:

Size, Growth, and Characteristics of the National Hispanic Population

Comparative Analysis of Hispanic Population Subgroups

Characteristics of the Mexican American Population

Characteristics of the Puerto Rican Population

Characteristics of the Cuban American Population

Characteristics of Other Hispanics

The first subsection provides a comparative analysis of the U.S. Hispanic population, the total U.S. population, and the White and Black populations. It documents the relative size and growth of the Hispanic population nationally, and provides inter-group comparisons of key indicators: age and sex distributions, income, employment, and education. It also examines Hispanic use of the Spanish language, and measures the accuracy of the U.S. Census enumeration.

"Comparative Analysis of Hispanic Population Subgroups" compares the four major segments of the U.S. Hispanic population: Cubans, Mexican Americans, Puerto Ricans, and Other Hispanics. It documents the relative size and growth of each subgroup, and compares them by the basic indicators: age and sex, income, and employment.

The final four subsections discuss the basic characteristics of each of the four major Hispanic subgroups. Each subsection contains a map showing where that subgroup is most concentrated on the U.S. mainland, a statistical summary of the group, and a brief analysis of its socioeconomic characteristics.

Much of the statistical data included are from the 1980 Census of Population. Where indicated, projections have been made to make the data more current or to provide future estimates.

The 1980 enumeration of Hispanics was a substantial improvement over the 1970 count. Nevertheless, the Census figures contain undercounts which vary by location. And because of 1980 changes in the way Hispanics were counted, the 1970 and 1980 data are not precisely comparable. For the authors of this section and the next, a choice was necessary: A dynamic picture of the Hispanic population could be developed, comparing 1970 and 1980 data and accepting any inaccuracies resulting from the lack of complete comparability. Alternatively, a static analysis could be developed, providing no study of Hispanic population growth and change. The authors chose the first option, and the inherent interpretation difficulties which this choice presented must be recognized.

A Technical Appendix, at the end of the Almanac, describes the level of reliability and the appropriate interpretation of our estimates.

SIZE, GROWTH, AND CHARACTERISTICS OF THE NATIONAL HISPANIC POPULATION

OVERALL SOCIOECONOMIC STATUS

Despite the fact that each of the Hispanic subgroups is distinct and best understood individually, it is also instructive to view Hispanics as a national entity and to discuss the statistical portrait of the group.

The most significant characteristic of Hispanics as a U.S. subgroup is its population growth. Hispanics have tripled in number in three decades. This growth far exceeds the growth of any other racial/ethnic group in the United States. Hispanic growth is due to the combined impact of higher fertility and continued immigration. Both of these growth factors affect the socioeconomic indices for Hispanics. Higher fertility is due to the Hispanic population having more women of childbearing age. Women in the high fertility age categories generally drop out of the labor force or postpone job entry when children are young, thus reducing family income.

The income levels of Hispanics, as documented by the 1980 Census, were approximately 70 percent of the income levels for the general population. This is roughly the same income gap that existed in 1970. This may be interpreted in either of two ways: Hispanics have not gained economically, relative to the general population, or Hispanics have managed to keep pace with a changing economy and recessionary periods. Both interpretations are accurate although the perspective is different. In either case, however, Hispanic income has remained constant relative to the income of the general population.

Hispanics are employed in all occupations to some extent. They are more likely to be employed in semi-skilled and clerical occupations, and as operatives and service workers. These occupations, while not prestigious, have historically served as stepping stones to better jobs. Although the job structure has changed, these positions should continue to provide take-off points for many Hispanic workers. Undoubtedly, as the educational level of Hispanics as a whole rises, improvements in job promotion and advancement will be more evident. Perhaps the most important question with respect to Hispanic employment is whether Hispanics are adequately prepared for the "high tech society" which is developing. It is a question which cannot be answered easily; however, these industries depend on a large semi-skilled work force, which is promising to Hispanics. On the other hand, with so few Hispanics presently enrolled in professional schools, it is not clear whether Hispanics will be able to take full advantage of the technical positions which will become available.

There is evidence that the overall educational level has risen. Since educational achievement plays such an important role in opening the doors for job search and eventual job experience, it is a positive sign that the social and economic status of Hispanics will continue to improve in the future. These encouraging signs, however positive, should not create complacency, since the high school drop-out rate and attrition at the two-year community college and four-year university levels continue to be high.

Other than English, Spanish is the most common language spoken in the home in the United States. As noted, over 11 million persons report the use of Spanish. It is also important to note that the large majority of Spanish speakers report no difficulty in speaking English. Still, there are close to three million monolingual-Spanish individuals in the United States.

On a national level, Hispanics represent 6.4 percent of the national population, while Blacks comprise 11.7 percent of the total. Present trends favor the projection that the Hispanic population will exceed the Black population sometime after the year 2000.

POPULATION SIZE AND COMPARATIVE GROWTH

Relative Size and Growth of the Hispanic Population

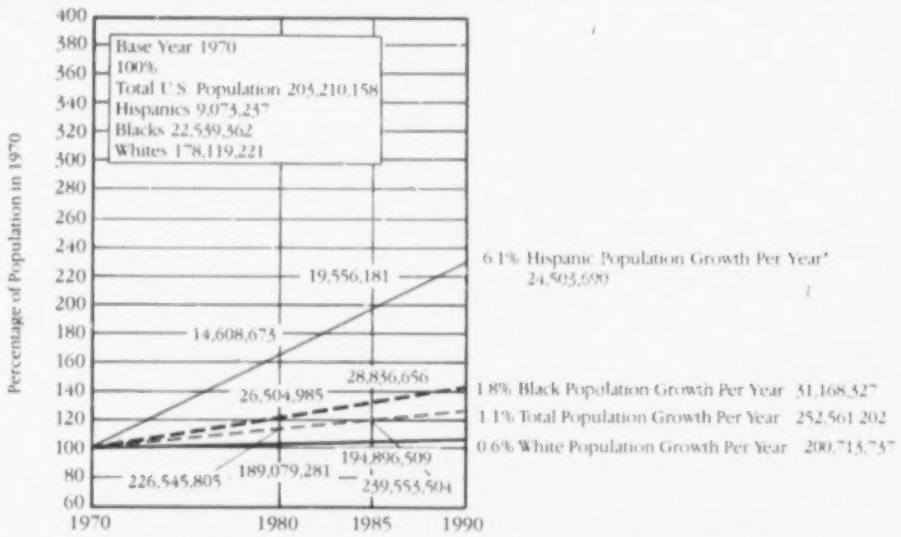
In 1980, the Census estimated the total Hispanic population at 14,608,673. This represents an increase of 61 percent, or 5,535,436 over the 1970 estimate of 9,073,237. The growth rate of the Hispanic population was far ahead of the growth rates for the total U.S. population (11 percent), Whites (6 percent), and Blacks (18 percent) for the same period.

The phenomenal growth of the U.S. Hispanic population is due to a series of factors: the two most important of these are a considerable immigration from Latin America and the Hispanics' relatively greater fertility. And, of course, an improved enumeration of Hispanics in the 1980 Census made the Hispanic population more visible. (Some demographers, in fact, have suggested that up to half the apparent growth may be due to improved enumeration.)

Since 1980 the rapid immigration from Latin America has continued, and U.S. Hispanics remain the most fertile U.S. population subgroup. Therefore it is reasonable to assume a similar growth from 1980 to 1990. As the following chart shows, such a growth rate would bring the 1985 Hispanic population to 19,556,181 and the 1990 total to 24,503,690. Should this rate of growth continue to the year 2000, Hispanics will become the largest minority population in the United States, surpassing Blacks.

The social, political, and economic impact of this growth in the U.S. Hispanic population is already apparent. As Hispanics become an even more important voting block, comprise an ever larger portion of the market, and demand and receive greater social considerations, their increased influence will require an improved understanding of the characteristics of this burgeoning population.

Comparative Growth of U.S. Population Subgroups



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1980 Hispanic count — Report PC80-S1-7, 1970 Hispanic count — Supplementary Report, "Persons of Spanish Ancestry", 1980 counts for total U.S. population, Whites and Blacks — Report PHC80-S1-1, 1970 counts for total U.S. population, Whites and Blacks — "United States Summary 1970." Refer to the Technical Appendix for a discussion on how the above projections were developed.

*The total Hispanic population grew by 6.1% per year from 1970 to 1980. From 1980 to 1990 the population is projected to increase by 6.8% per year.

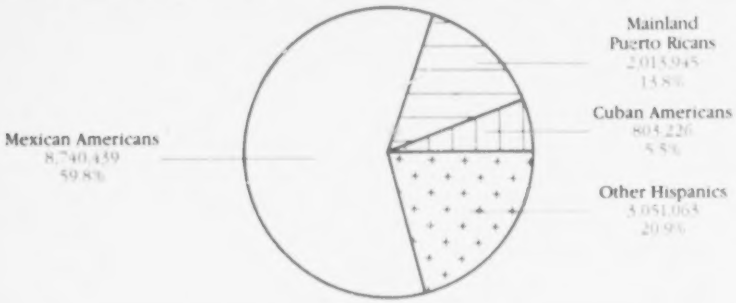
Composition of the U.S. Hispanic Population

Composition of U.S. Hispanic Population, 1980 shows the relative size of Hispanic population subgroups as reported by the 1980 Census. Hispanics in the United States were mostly of Mexican ancestry (59.8 percent). Puerto Ricans were the second largest group, accounting for 13.8 percent of all U.S. Hispanics.* Cubans (5.5 percent) and other Hispanics completed the U.S. Hispanic population in 1980.

While all Hispanic subgroups registered significant growth from 1970 to 1980, some groups grew faster than others. These differences have changed and will continue to change the composition of the U.S. Hispanic population. Growth rates from 1980 to 1990 similar to the 1970-to-1980 rates will yield the composition shown in *Composition of U.S. Hispanic Population, 1990*. As projected, Hispanics of Mexican ancestry will comprise almost 69 percent of all Hispanics in the United States. All other Hispanic groups will account for smaller portions of the total.

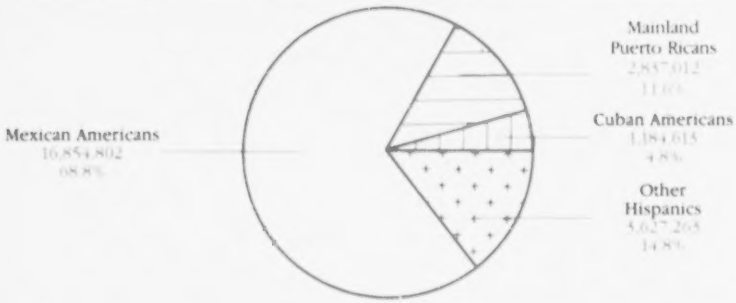
*Remember that these figures include only those Puerto Ricans living in the 50 U.S. states. The 3,261,000 Puerto Ricans living on the Island of Puerto Rico in 1982 are excluded.

Composition of U.S. Hispanic Population, 1980



Source: U.S. Bureau of the Census, Supplementary Report: Persons of Spanish Origin by State: 1980, PC80-S1-7

Composition of U.S. Hispanic Population, 1990



Source: CTI projections of 1970 and 1980 Census data drawn from Supplementary Report, "Persons of Spanish Ancestry" and Census Report PC80-S1-7

CONCENTRATION OF THE HISPANIC POPULATION IN THE UNITED STATES

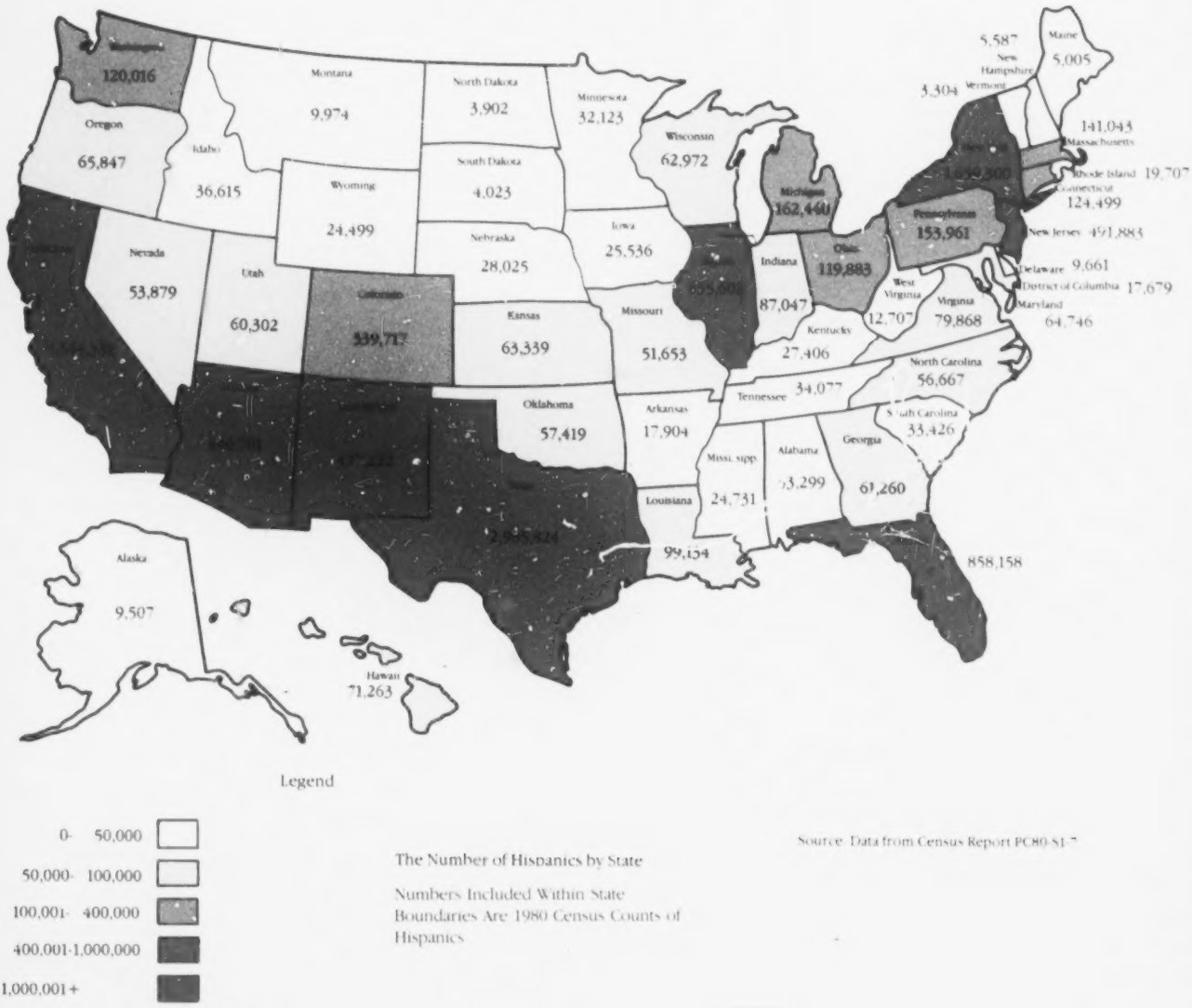
National Concentration

The total Hispanic population in the United States reflects a pattern of concentration shaped by past immigration and in-migration trends. Although recent growth trends are beginning to change the pattern of U.S. Hispanic concentrations, Hispanics presently are concentrated in border states or states which historically have served as areas of entry into the United States.

The map, *Concentration of the Total Hispanic Population in the United States*, shows the concentration of Hispanics as documented by the Census in 1980. Over two-thirds of all U.S. Hispanics were shown to reside in four states, led by California's 31.1 percent of the total, followed by Texas with 20.4 percent, New York with 11.4 percent, and Florida with 5.9 percent. Over half the nation's Hispanics were shown to reside in California and Texas.

Although the concentration of Hispanics follows the patterns just described, there is an increasing dispersion throughout the United States. States not previously noted for having concentrations of Hispanics now show substantial populations; examples are Illinois, New Jersey, and Colorado.

CONCENTRATION OF THE TOTAL HISPANIC POPULATION IN THE UNITED STATES



The 20 Largest U.S. Hispanic Markets

Any list of the largest Hispanic markets in the United States will depend upon the market definition employed. For example, a market might be defined according to the geographical boundaries of a city, county, or counties, Standard Metropolitan Statistical Area (SMSA), or any other limits deemed appropriate.

Increasingly popular among these alternatives is the Area of Dominant Influence (ADI). The ADI is a series of counties meeting specific criteria. The ADI concept originated in the broadcast industry, and counties are included based on the television viewing patterns of their populations.

Although used initially as an indication of television market coverage, the ADI has been accepted as one of the best, if not the best, of the market definitions. Since the economic, social, and political activity of a market is, to a great extent, conveyed by television, the ADI effectively describes the geographical area dominated by an economic center.* Thus, the ADI was selected for use in defining the metropolitan areas appearing in the following list. Using the ADI definition, these are the 20 U.S. areas with the greatest concentrations of Hispancis.

The 20 Largest U.S. Hispanic Markets presents the concentration of His-

*For definition of all ADIs in the United States, see *Broadcasting/Cablecasting Yearbook, 1983*. For the definition of each of the 20 largest U.S. Hispanic markets, see the individual market sections of this document.

panics in the United States. In 1980 the Los Angeles ADI accounted for almost 20 percent of the entire U.S. Hispanic population. Adding the New York ADI, with 14 percent of all U.S. Hispanics, these two markets accounted for over one-third of the total group. As expected, New York and Los Angeles were easily the two largest markets, each at least three times larger than any of the remaining 18.

In 1980 most Hispanics (51 percent) were located in the six largest markets: Los Angeles, New York, San Antonio, Chicago, San Francisco and Miami. Adding Houston, McAllen, Albuquerque, and El Paso brought the total to 62 percent of the nation's Hispanics living in the ten largest markets. Overall, 77.9 percent of all Hispanics were concentrated in the 20 largest markets.

The 20 Largest U.S. Hispanic Markets also projects the growth that is expected to take place in these areas. The projections were generated by applying an estimated growth rate and undercount of the 1980 Census counts for the markets. Since the growth rates and estimated undercounts are different for each market, the 1980 list and ranking of the 20 largest markets is projected to change; these changes are shown for 1985 and 1990. The methods used to generate these projections are presented in the Technical Appendix.

Overall, Hispanics are expected to concentrate increasingly in the 20 largest markets; Los Angeles and New York will continue to be the two largest U.S. Hispanic markets and will continue to contain slightly over one-third of all U.S. Hispanics.

Between 1980 and 1990, the most rapid growth in percentage terms is projected to take place in Houston, San Diego, Salinas-Monterey, and Los Angeles. Those markets making the greatest jump in rank are expected to be Houston, from seventh to third; San Diego, from 12th to ninth; and Austin. From outside the top twenty (21st), Austin is expected to become the 18th largest U.S. Hispanic market by 1990.

In terms of total gain, Los Angeles is projected to realize the greatest increase in the number of Hispanics. The group's population is projected to reach 4,459,499 by 1985 and 6,080,304 by 1990. Houston and Chicago also will realize large total increases in the number of Hispanics.

The 20 Largest U.S. Hispanic Markets

ADI Market*	1980 Rank and Hispanic Population		1985 Rank and Hispanic Population		1990 Rank and Hispanic Population	
	Rank	Hispanic Population (Census Estimates)	Rank	Hispanic Population (CTI Estimates)	Rank	Hispanic Population (CTI Estimates)
Los Angeles	1	2,838,694	1	4,459,499	1	6,080,304
New York	2	2,063,007	2	2,400,053	2	2,757,098
San Antonio	3	650,703	7	818,892	7	987,080
Chicago	4	640,245	3	962,196	4	1,284,147
San Francisco	5	638,112	5	823,261	6	1,008,410
Miami	6	628,408	6	821,412	5	1,014,356
Houston	7	484,560	4	892,299	3	1,300,038
McAllen	8	452,345	8	624,171	8	815,998
Albuquerque	9	368,091	9	509,854	10	651,616
El Paso	10	357,045	10	499,499	11	641,954
Fresno	11	295,389	12	395,926	13	490,663
San Diego	12	275,177	11	474,174	9	675,171
Phoenix	13	269,598	13	385,783	12	501,968
Dallas-Fort Worth	14	266,128	15	361,982	15	457,836
Sacramento	15	260,926	14	367,573	14	474,219
Corpus Christi	16	229,435	17	289,972	17	350,509
Denver	17	228,756	16	328,507	16	428,258
Philadelphia	18	182,620	18	250,884	19	279,147
Tucson	19	155,122	19	210,894	20	268,666
Salinas-Monterey	20	114,207		176,518		238,429
Austin		109,307	20	206,668	18	304,029
Totals (Top 20 Only)		11,376,624		16,060,599		20,749,467

Source: 1980 figures from U.S. Census Report Series PC80-1-B. 1985 and 1990 estimates are CTI projections of 1980 Census figures based on a continuation of 1970-1980 growth rates and CTI's estimates of Census undercount described in each market section. Refer to the Technical Appendix for a discussion on how the above projections were developed.

*See text for explanation of ADI market definitions.

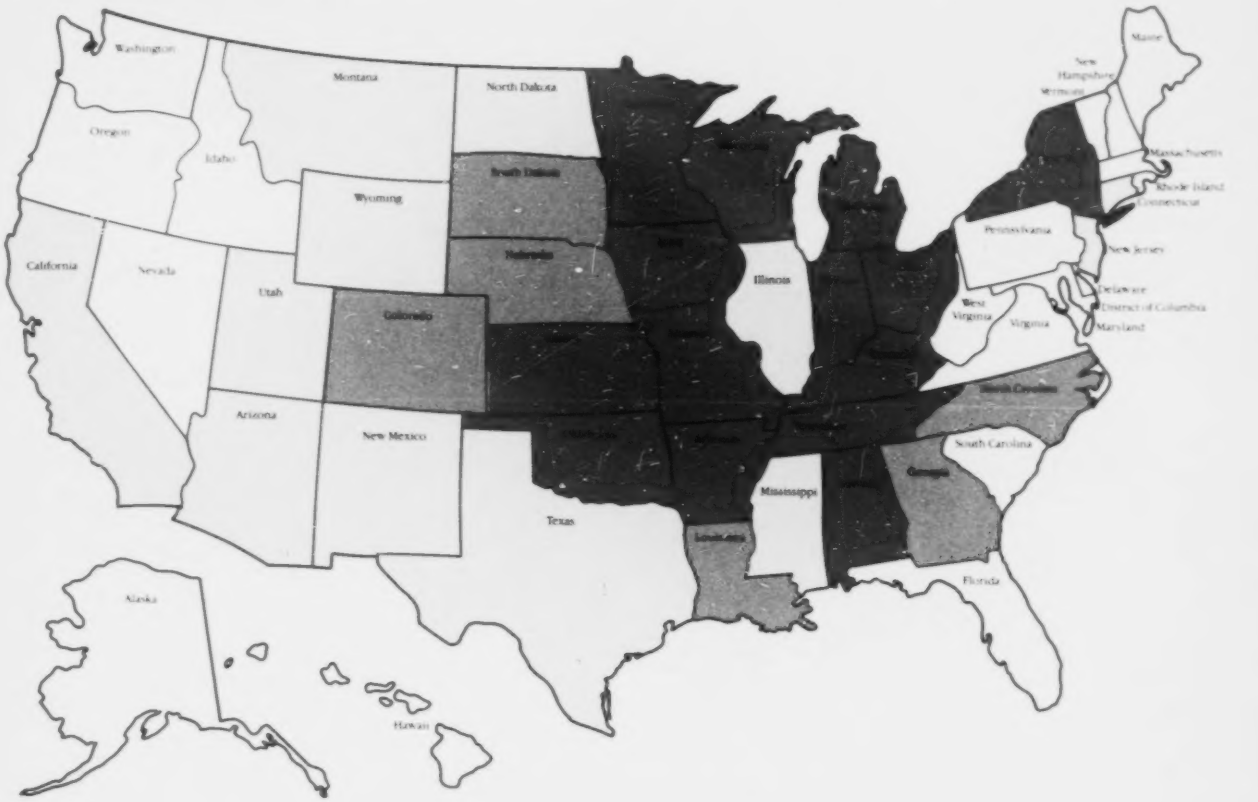
Trends in the Concentration of Hispanics

The previous section projected particularly rapid growth of the Hispanic population in the Los Angeles, Houston, Chicago and Austin markets from 1980 to 1990. On a national basis, states not known for significant concentrations of Hispanics showed the highest percentage growth in Hispanic population between 1970 and 1980. As shown by the map, *Growth of the Hispanic Population by State*, Hispanic population growth was most significant in Oregon (194.8 percent), Hawaii (186.6 percent), Nevada (162.8 percent), Rhode Island (159.4 percent), New Hampshire (144.9 percent), South Carolina (136.9 percent), and Idaho (127.6 percent). Massachusetts, Vermont, Maine, Washington, Alaska, and Florida also had Hispanic population growth exceeding 100 percent from 1970 to 1980. The rapid growth rates of the Hispanic population in the Northeastern and Northwestern United States easily out-paced those of the states where Hispanics traditionally have concentrated — Texas, Arizona, New Mexico, New York, and California, which nevertheless exhibited substantial growth.

While an analysis of growth rates shows the rapid dispersion of the Hispanic population into new areas, it does not adequately indicate the states with the greatest increases in Hispanic population. In terms of actual size of population increase, California and Texas alone accounted for 60.0 percent of the total 1970-1980 increase. Fully 90 percent of the total increase occurred in the nine states of California, Texas, Florida, New York, Illinois, New Jersey, Arizona, New Mexico, and Colorado.

Eight states actually had declining Hispanic populations from 1970 to 1980, in spite of the rapid national growth of the group: Alabama, Arkansas, Indiana, Kentucky, Minnesota, Missouri, Ohio, and Tennessee.

Growth of The Hispanic Population by State



Legend

100% + Increase

51.0-99.9% Increase

26.0-50.9% Increase

0-25.9% Increase

Decrease

The Percentage Increase In Hispanic Population By State

Source: CTI calculations based on census counts from "Supplementary Report, Persons of Spanish Ancestry, 1970" and Census Report PC80-S1-7.

GROWTH OF THE HISPANIC POPULATION BY STATE, 1970-1980

State	Hispanic Population, 1980	% Increase	Increase/Decrease Hispanic Population	State	Hispanic Population, 1980	% Increase	Increase/Decrease Hispanic Population
Alabama	33,299			Montana	9,974		
Alaska	9,507			Nebraska	28,025		
Arizona	440,701			Nevada	53,879		
Arkansas	17,904			New Hampshire	5,587		
California	4,544,331			New Jersey	491,883		
Colorado	339,717			New Mexico	477,222		
Connecticut	124,499			New York	1,659,300		
Delaware	9,661			North Carolina	56,667		
District of Columbia	17,679			North Dakota	3,902		
Florida	858,158			Ohio	119,885		
Georgia	61,260			Oklahoma	57,419		
Hawaii	71,263			Oregon	65,847		
Idaho	36,615			Pennsylvania	153,961		
Illinois	635,602			Rhode Island	19,707		
Indiana	87,047			South Carolina	55,426		
Iowa	25,536			South Dakota	4,025		
Kansas	63,339			Tennessee	54,077		
Kentucky	27,406			Texas	2,985,824		
Louisiana	99,134			Utah	60,302		
Maine	5,005			Vermont	5,304		
Maryland	64,746			Virginia	79,868		
Massachusetts	141,043			Washington	120,016		
Michigan	162,440			West Virginia	12,707		
Minnesota	32,123			Wisconsin	62,972		
Mississippi	24,731			Wyoming	24,499		
Missouri	51,653						

Sources: CTI calculations based on census counts from "Supplementary Report: Persons of Spanish Ancestry: 1979" and Census Report PC80-S1-7. American Demographics Magazine Editors, *State Demographics: Population Profiles of the 50 States*. Dow Jones-Irwin, Homewood, Illinois.

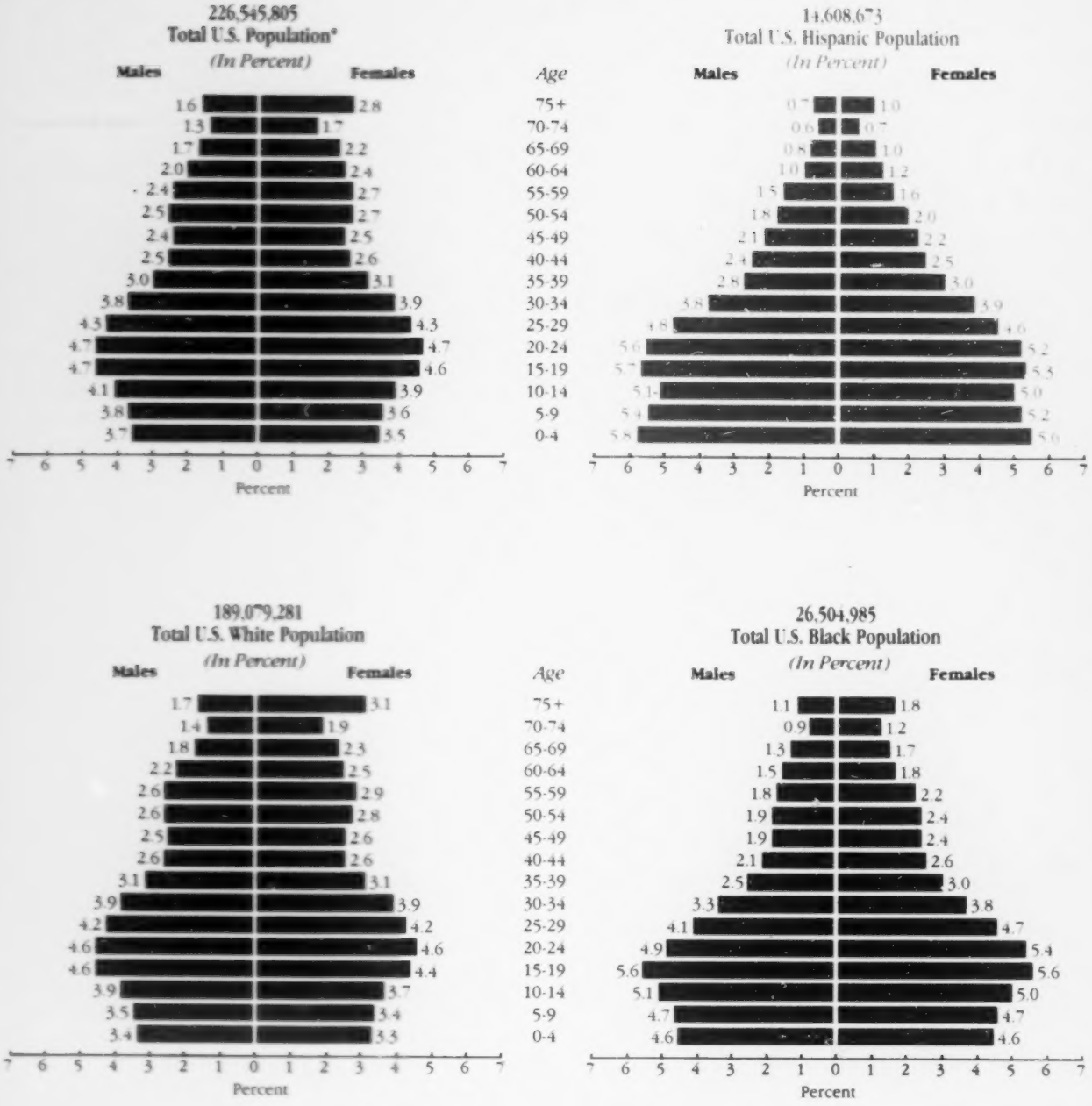
Age and Sex Distributions

Hispanics in the United States are a youthful and highly fertile population. The following population pyramids present the age and sex distributions for the three largest U.S. population subgroups (Whites, Blacks, and Hispanics) and the total U.S. population. A brief glance at the shapes of the pyramids indicates that those for the Black and Hispanic populations have broader bases and narrower tops. This identifies these two groups as relatively younger.

A more specific analysis of the charts shows the White population to be more aged and relatively less fertile compared to Hispanics or Blacks or the total U.S. population. The relatively greater concentration of the White population in the higher age groupings and its corresponding lower fertility are both cause and effect of the lower growth rates shown for the group in the chart, *Comparative Growth of U.S. Population Subgroups* (page 22). Only 30.2 percent of all Whites are under 20, and only 47.8 percent are under 30, while 16.9 percent are over 60. Finally, the median age of the U.S. White population is 31.3.

The U.S. Black population is younger and more fertile than the White and total U.S. populations; 39.9 percent of U.S. Blacks are under 20, 59 percent are under 30, and 11.3 percent are over 60. The median age of the group is only 24.9. These characteristics have given rise to the relatively higher Black growth rate.

The U.S. Hispanic population is easily the most youthful and fertile population, compared to the total U.S. population and to the other two major population subgroups. Its youthful base has made the Hispanic population the fastest growing major subgroup in the United States and promises to continue this growth into the future. Of the major groups, Hispanics have the highest portion of their population in the younger age categories, the lowest portion in the higher age categories, the greatest percentage in the prime child-bearing age classifications, and the lowest median age. Some 43.1 percent of all Hispanics in the United States are under 20, 63.3 percent are under 30, and only 7.0 percent are over 60. The group's median age is 22.1 years.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-S1-1.

Note: Due to rounding, a summation of the percentages of males and females for all age categories may not yield 100% exactly.

*Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added to yield total population.* Please see Technical Appendix for further discussion.

Income

In 1980 the Census estimated the 1979 mean and median family incomes of Hispanics to be $17,360 and $14,711, respectively, and 23.8 percent of the nation's Hispanics were projected to be living below the poverty level.

The mean family income of Hispanics was below that of Whites ($24,279) and the total population ($23,177), and higher than that of Blacks ($15,721). Similarly, the median family income of Hispanics was below that of Whites ($20,840) and the total population ($19,908), and higher than that of Blacks ($12,618). The percentage of Hispanics living below the poverty level was lower than for Blacks (30.2 percent), although significantly higher than for Whites (9.4 percent) or the total population (12.5 percent). (But since Hispanic families generally are large, per capita income for Hispanics is lower than the family income suggests.)

Comparative Income of U.S. Population Subgroups

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,279	$20,840	9.4%
Blacks	$15,721	$12,618	30.2%
Hispanics	$17,360	$14,711	23.8%
Total Population	$23,177	$19,908	12.5%

Source: 1980 Census Report PHC80-S1-1

Measured by these three indicators, the total U.S. Hispanic population appears to be economically better off than the Black population and worse off than Whites or the total population. As will be seen in the analyses of specific markets, this norm holds on a local basis, even though the level of difference may be relatively greater or less depending on the market.

Employment

For those employed, *Occupations by U.S. Subgroups* describes the occupations of the total U.S. population, Whites, Blacks, and Hispanics. A review of the occupational distribution for the total population shows that more than half (51.9 percent) of all Americans are concentrated in the white-collar occupations: professional, technical and kindred workers, non-farm managers and administrators, sales workers, and clerical and kindred workers. Close to one-third (31.9 percent) of all employed Americans hold blue-collar occupations. An additional 13.8 percent are service workers, while 2.4 percent are farm workers.

As the majority population, Whites closely reflect these national figures. They are slightly more concentrated in the white-collar occupations, slightly less concentrated in the blue-collar occupations and service occupations, and equal to the national concentration in the farm occupations.

The Black population differs significantly from the total and White populations in employment. Blacks are equally concentrated in the white-collar and blue-collar occupations, whereas Whites, for example, are far more concentrated in white collar positions. Also, in percentage terms, almost twice as many Blacks are service workers compared to the total and White populations. Finally, relatively fewer Blacks are farm workers.

Of the four groups analyzed, Hispanics are the least concentrated in the white-collar occupations; 34.5 percent are white-collar workers, compared to 51.9 percent of the total population, 53.6 percent of Whites, and 36.5 percent of Blacks. This is due in part to the greater educational requirements of the white-collar professions. As will be shown in the analysis of Hispanic educational attainment, Hispanics lag behind other U.S. population subgroups in years of school completed. This has restricted Hispanic entry into white collar positions, particularly the non-clerical occupations.

Hispanics are much more concentrated in blue-collar employment. Fully 45.4 percent of all Hispanics are blue-collar workers, compared to 31.9 percent of the total population, 31.6 percent of Whites, and 36.1 percent of Blacks. This is due not only to the educational differences noted above, but also to the particularly high number of Hispanics employed as transport and non-transport operatives.

Some 16.1 percent of all working Hispanics are service workers. This is somewhat higher than the figure for the total U.S. population, although significantly lower than the 25.6 percent of Blacks who are service workers.

The traditional participation of many Hispanics in agricultural work is shown in the 4.0 percent employed as farm workers. While only a small portion of the Hispanic employment base, in percentage terms farm work provides almost twice as many jobs for Hispanics as for the total population.

Occupations by U.S. Subgroup

Occupations	Totzi Population	Whites	Blacks	Hispanics
White-Collar Workers				
Professional, Technical and Kindred Workers	15.8%	16.3%	10.5%	8.2%
Managers and Administrators, Except Farm	11.2%	12.0%	4.3%	6.5%
Sales Workers	6.2%	6.6%	2.6%	3.9%
Clerical and Kindred Workers	18.7%	18.7%	19.1%	15.9%
Subtotal	51.9%	53.6%	36.5%	34.5%
Blue-Collar Workers				
Craft and Kindred Workers	12.8%	13.3%	9.3%	12.5%
Operatives, Including Transport	14.4%	13.9%	19.1%	25.0%
Laborers, Except Farm	4.7%	4.4%	7.7%	7.2%
Subtotal	31.9%	31.6%	36.1%	45.4%
Service Workers				
Private Household Workers	1.1%	0.8%	3.9%	1.5%
Service Workers, Except Private Household	12.7%	11.7%	21.7%	14.6%
Subtotal	13.8%	12.5%	25.6%	16.1%
Farm Workers				
Farmers and Farm Managers	1.3%	1.4%	0.2%	0.2%
Farm Laborers and Supervisors	1.1%	1.0%	1.6%	3.8%
Subtotal	2.4%	2.4%	1.8%	4.0%
Total	100.0%	100.1%	100.0%	100.0%

Source: CTI calculations based on data acquired from *Money Income of Households, Families, and Persons in the U.S.: 1980*, Series P-60, No. 132, U.S. Bureau of the Census.

Comparative Educational Status

As will be seen in many of the major markets of the Almanac, the Hispanic population of the United States lags behind the total U.S. population, Whites, and Blacks in educational attainment. This is shown by the table below, *Comparative Educational Status of U.S. Population Subgroups*. Looking at the years of school completed for those 25 years of age or older, it may be seen that Hispanics, compared to the other groups, have completed fewer years of school in each of the educational classifications. For example, 18.4 percent of the total U.S. population has only an elementary school education or less, with Whites and Blacks having 16.6 percent and 27.7 percent of their respective populations at that same level. However, 40.9 percent of U.S. Hispanics have only an elementary school education or less.

Likewise, in other categories, Hispanics are shown to be behind the other groups. Overall, 56.8 percent of all Hispanics have less than a high school education, and 42.3 percent have at least a high school education. Of the total U.S. population, 33.7 percent have not completed high school, while 66.4 percent have done so.

The relatively low educational attainment of Hispanics in the United States is due to several factors. The figures undoubtedly reflect the large scale immigration of Hispanics with little education. A second factor pertains to language difficulties which have also discouraged many Hispanics from continuing their education beyond required levels or beyond those already achieved outside the United States.

On the positive side, Hispanics have fared relatively well, given the overall level of education of the group. For example, they have higher mean and median family incomes than the Black population. Over time, as the educational gap is closed, the group will achieve more of its economic potential and will surpass the socioeconomic advancements already made.

Comparative Educational Status of U.S. Population Subgroups

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	19,013,059	16.6	3,651,341	27.7	2,749,058	40.9	24,370,124	18.4
1-3 Yrs. High School	16,736,499	14.6	2,866,703	21.7	1,067,273	15.9	20,320,142	15.3
4 Yrs. High School	40,628,258	35.5	3,802,235	28.8	1,607,312	23.9	45,691,481	34.4
1-3 Yrs. College	18,306,564	16.0	1,762,720	13.4	788,094	11.7	20,800,462	15.7
4 or More Yrs. College	19,616,869	17.2	1,106,217	8.4	514,819	7.7	21,593,443	16.3
Totals	114,301,249	99.9	13,189,216	100.0	6,726,556	100.1	132,775,652	100.1

Source: U.S. Census Document PHC80-S1-1.

Use of Spanish Language

Spanish is clearly the second most important language in the United States. The 1980 Census estimated that 11,117,606 individuals, five or older, speak Spanish at home.

In addition, 3,293,783 people, five and older, were estimated to speak only English in households in which others speak Spanish, and 1,537,457 children under five have parents who speak Spanish at home.

Home speakers of Spanish represent 5.3 percent of the total five-and-older population, compared to the estimated 11,855,804, or 5.6 percent of the age group, who speak other languages at home.

Home speakers of Spanish and others with Spanish language backgrounds experience difficulty in the English-speaking mainstream if they have not mastered English. In the 1980 Census, an estimated 1,770,047 home speakers of Spanish reported that they have difficulty speaking English. It was estimated that another 937,733 do not speak English at all. Together these two groups represent 1.3 percent of the total five-and-older population. As will be seen in the analyses of the largest Hispanic markets, in Section III of the Almanac, the 18-and-over population is more likely to rely on Spanish than is the five-to-17 age group. Proportionally more of the 18-and-over group who speak Spanish at home reported speaking English not well or not at all.

Spanish Language Usage in the Total U.S. Population

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**42,922,138**	**90.5**	**144,309,205**	**88.7**	**187,231,343**	**89.1**
Speak Spanish at Home	**2,947,051**	**6.2**	**8,170,555**	**5.0**	**11,117,606**	**5.3**
Speak English Well or Very Well	2,474,619	5.2	5,879,301	3.6	8,353,920	4.0
Speak English Not Well or Not at All	472,432	1.0	2,291,254	1.4	2,763,686	1.3
Speak Other Language at Home	**1,582,047**	**3.3**	**10,273,757**	**6.3**	**11,855,804**	**5.6**
Totals	**47,451,236**	**100.0**	**162,753,517**	**100.0**	**210,204,753**	**100.0**

Source: U.S. Census Document PHC-80-S1-1

Accuracy of the National Census in Enumerating Hispanics

The 1980 Census has provided the best ever decennial census count of U.S. Hispanics. This is due (1) to the addition of a question for all persons asking if they are Hispanic, (2) a widespread Spanish language promotion campaign, (3) the use of local community liaison workers, and (4) the employment of thousands of Hispanic enumerators and hundreds of Hispanic supervisory staff members.

Nevertheless, despite these and many other improvements, the 1980 Census did not enumerate all Hispanic persons residing in the United States.

Among those not well counted were the ***undocumented persons*** (those here illegally) who remained suspicious, despite Census Bureau statements guaranteeing that the Immigration and Naturalization Service would not have access to the raw Census data. Fear among undocumented persons cannot be measured, but how best to approach the undocumented was constantly an issue, not only in New York and along the U.S.-Mexico border, but also in Idaho, Louisiana, Delaware, Nebraska, South Carolina, Nevada, and many other areas not usually associated with the issue of undocumented workers. It cannot be accurately determined how many undocumented individuals reside in the United States. The Census Bureau, however, does expect to calculate the probable number of undocumented aliens, using the 1980 Census count. This, of course, will be only a minimum estimate.

Many ***migrant workers*** who were mobile during the enumeration process were also overlooked. Census procedures are based on households. Migrant workers were enumerated if they spent time in an approved labor camp while the local enumerators canvassed the area, or if they were staying in a motel, boarding house, or campground on the evening of April 1. Those familiar with the extensive migrant streams and the varied migrant housing arrangements doubt the Census workers' ability to locate and count a population which is in the fields every day of the week from dawn to dusk during peak harvest periods. Agricultural workers and cannery workers who follow crops are a particularly elusive group. Some Census offices attempted to enumerate agricultural workers while others simply assumed they already had been counted or would be counted further along the stream.

Hispanic residents along the U.S.-Mexico border, where the place of residence is often misreported and where post office boxes often are used instead of street addresses, also were difficult to enumerate. Daily consumer traffic and a constant flow of immigrants further complicated the situation.

Spanish monolinguals, who were supposed to be counted either by using a Spanish language questionnaire or through face-to-face interviews conducted by a bilingual enumerator, also were undercounted. The first option (Spanish language questionnaire) required that respondents be literate, able to read and follow written instructions. The latter option required the assignment of skilled bilingual enumerators. Often, however, these assignments were not carried out as desired, and enumeration proceeded with ad hoc translations and less than adequate communication.

Hispanic persons illiterate in both English and Spanish constituted a fifth under-counted group. The 1980 Census depended largely on mail-out-mail-back documents which assume literacy on the part of an adult member of the household. A majority of Hispanics have less than a high school education, and fully 43.3 percent of all Hispanics have only an elementary school education or less. Census follow-up procedures were supposed to contend with these situations. However, when the forms had been filled out, the editing process did not always discover errors due to literacy unless responses were inconsistent. Lack of literacy may have led to omissions of other members of the household or misclassification due to confusion over race/ethnic definitions.

Lastly, ***children of mixed marriages*** may not have been counted as Hispanics. Since adults report ethnicity for children, it is unclear whether a bias occurs when either the Hispanic or the non-Hispanic parent takes the responsibility for filling out the Census form.

As indicated in the following sections, the probable undercount of the Hispanic population varied widely from one part of the country to another. In each case, there were at least three elements to be considered. The first was the quality of the Census office staff, which varied from professional and well-organized to ill-trained and disorganized. Second was the degree to which the local community cooperated, ranging from apathy to constant pressure for improved procedures. Finally, in some places extenuating circumstances affected the Census effort, such as weather, street disturbances, prior events, and other external factors outside the control of Census officials.

The Census Bureau will attempt to develop an estimate of Hispanic undercount. Until these figures become available, the probable undercount of Hispanics nationwide is assumed to have been approximately 6 percent.

COMPARATIVE ANALYSIS OF HISPANIC POPULATION SUBGROUPS

HISPANIC SUBGROUP POPULATION SIZE AND GROWTH

Overall, the Hispanic population has registered significant growth since 1970, and all major Hispanic subgroups grew at rates significantly higher than the 11-percent increase in the total U.S. population between 1970 and 1980.

The major Hispanic classifications in the United States are Mexican Americans, Puerto Ricans, Cuban Americans, and "other Hispanics." Of the 14,608,673 Hispanics living in the United States in 1980, as estimated by the Census, 8,740,439 were of Mexican ancestry. This represented a 93 percent increase since 1970, making the Mexican American population the fastest growing of all Hispanic subgroups. A continuation of the growth rate, which is likely, would place the Mexican American population at 16,854,802 by 1990, or more than the total Hispanic population in 1980.

The "other Hispanics" category was the second largest subgroup in 1980, with a total of 3,051,063. However, this group registered a growth rate (19 percent) from 1970 to 1980 which was lower than that of the other groups. Expected to remain the second largest subgroup, the "other Hispanics" population is projected to reach 3,339,163 by 1985 and 3,627,263 by 1990.

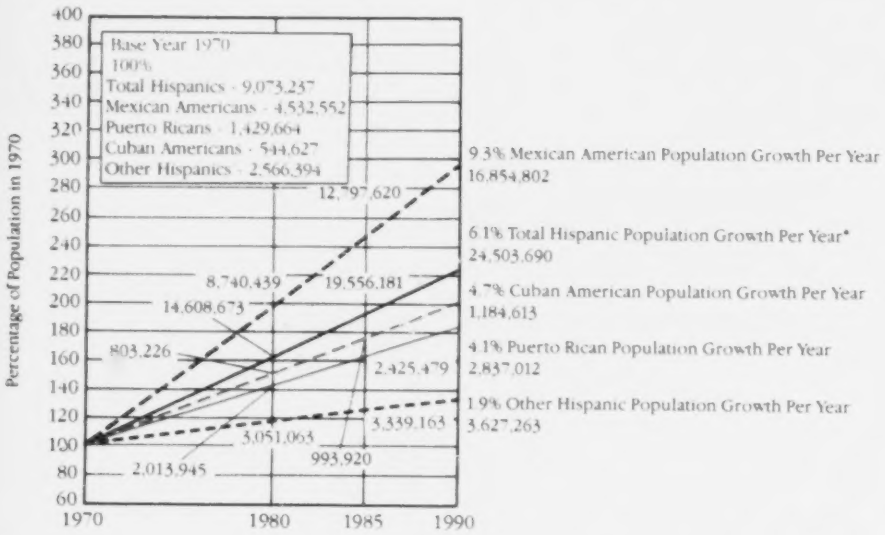
Puerto Ricans represent the third largest and the third fastest growing Hispanic population subgroup. In 1980 the Census estimated that 2,013,945 Puerto Ricans were living in the 50 states — an increase of 41 percent, or 584,281. A straight-line projection of the group's population yields populations of 2,425,479 in 1985 and 2,837,012 in 1990.

In 1980 there were 803,226 Cuban Americans in the United States, as estimated by the Census. While this made them the fourth largest Hispanic subgroup, they had the second highest growth rate — 48 percent — between 1970 and 1980. If this growth rate continues, the Cuban American population will reach 993,920 by 1985 and 1,184,613 by 1990. This may be a high estimate, since the Cuban American population is a less fertile group, and much of the 1970-1980 increase was due to the mass arrival of immigrants from Mariel, Cuba.

1985-1990 POPULATION GROWTH PROJECTIONS: HISPANIC SUBGROUPS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



*The total Hispanic population grew by 6.1% per year from 1970 to 1980. From 1980 to 1990 the population is projected to increase by 6.8% per year.

Source: CTI projections of 1970 and 1980 Census data. Census sources include: 1970 counts — Supplementary Report, "Persons of Spanish Ancestry," and 1980 counts — Census Report PC80-S1-7. Refer to the Technical Appendix for a discussion on how the above projections were developed.

Age Distribution

The chart, *Comparative Age Distribution of Hispanic Subgroups*, presents the concentrations of each of the major Hispanic subgroups and the total U.S. population by age category. It also provides the median ages of each of the groups.

Comparing the median ages, it can be seen that the Puerto Rican population is the youngest and the Cuban American population is the most aged. While the median age of the total U.S. population is 30.1 years, Puerto Ricans have a median age of only 20.7 years. Cuban Americans are the only Hispanic subgroup with a median age (33.5 years) exceeding that of the total population. The Mexican American population also has a low median age, 21.4 years, and "other Hispanics" have a median age of 23.3 years. Overall, the median age of Hispanics in the United States (22.1 years) is low, relative to the total population.

The age distribution shows Hispanics nationally to be much more concentrated in the younger age categories than the national population. For example, 47.7 percent of all Hispanics are 20 or under, compared to 34.1 percent for the total U.S. population. A similar comparison with the Hispanic subgroups shows Puerto Ricans to be most concentrated in the 20 and under age categories, 50.5 percent of the group are 20 or under. Following closely behind are Mexican Americans and "Other Hispanics" with 49.3 percent and 45.4 percent, respectively, concentrated in the 20 and under ages.

Cuban Americans are close to the total U.S. population in concentration in the younger age categories. Pushing the median age of the group higher than for all Americans is the large number of Cuban Americans between the ages of 35 and 54; 30.9 percent are within this range compared to 22.0 percent of the total U.S. population.

Overall, then, Hispanics in the United States are a youthful population, the only exception is the Cuban American subgroup. The youthfulness of U.S. Hispanics is both cause and effect of their rapid population growth and will continue to produce significant increases in the number of Hispanics in the near future.

Comparative Age Distribution of Hispanic Subgroups

Age	226,545,805: Total Population	14,608,673: All Hispanics	8,740,439: Mexican Americans	2,013,945: Puerto Ricans	803,226: Cuban Americans	3,051,063: Other Hispanics
	Population Group					
Under 5 Years	7.3%	12.9%	13.5%	13.5%	7.2%	12.1%
5-9 Years	7.4%	11.3%	11.9%	12.1%	7.7%	10.0%
10-17 Years	13.7%	17.0%	17.0%	18.7%	14.8%	17.1%
18-20 Years	5.7%	6.5%	6.9%	6.2%	5.0%	6.2%
21-24 Years	7.2%	7.7%	8.4%	7.0%	5.9%	6.9%
25-34 Years	16.2%	16.5%	17.4%	17.0%	11.1%	15.0%
35-44 Years	11.6%	11.1%	10.0%	10.8%	16.8%	12.7%
45-54 Years	10.4%	7.9%	7.2%	7.1%	14.1%	8.6%
55-64 Years	9.6%	4.8%	4.1%	4.5%	7.0%	6.1%
65 Years & Over	10.9%	4.2%	3.7%	2.7%	9.7%	5.4%
Totals	100.0%	100.0%	100.1%	100.2%	99.0%	100.1%
Median Age	30.1	22.1	21.4	20.7	33.5	23.3

Source: U.S. Census Document Series P-20, No. 361. "Other Hispanics" category was assembled by CTI from data supplied by this document.

Sex Distribution

Sex Distribution of Hispanic Subgroups documents the number of males and females by Hispanic subgroup. Nationally, the U.S. population consists of 51.4 percent females and 48.6 percent males. Hispanics, nationally, consist of 50.2 percent females and 49.8 percent males. The slightly higher percentage of males reflects the Mexican American subgroup, the only group that has a majority of males. It also suggests a process of selective migration wherein higher percentages of males have entered the United States in pursuit of employment.

Sex Distribution of Hispanic Subgroups

Hispanic Subgroup	Both Sexes		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Mexican Americans	8,740,439	100.0	4,492,586	51.4	4,247,853	48.6
Puerto Ricans	2,013,945	100.0	926,415	46.0	1,087,530	54.0
Cuban Americans	803,226	100.0	400,007	49.8	403, 219	50.2
Other Hispanics	3,051,063	100.0	1,458,408	47.8	1,592,655	52.2
All Hispanics	14,608,673	100.0	7,277,416	49.8	7,331,257	50.2

Source: CTI estimates based on data acquired from U.S. Census Document Series P-20, No. 361 and U.S. Census Supplementary Report PC80-S1-7.

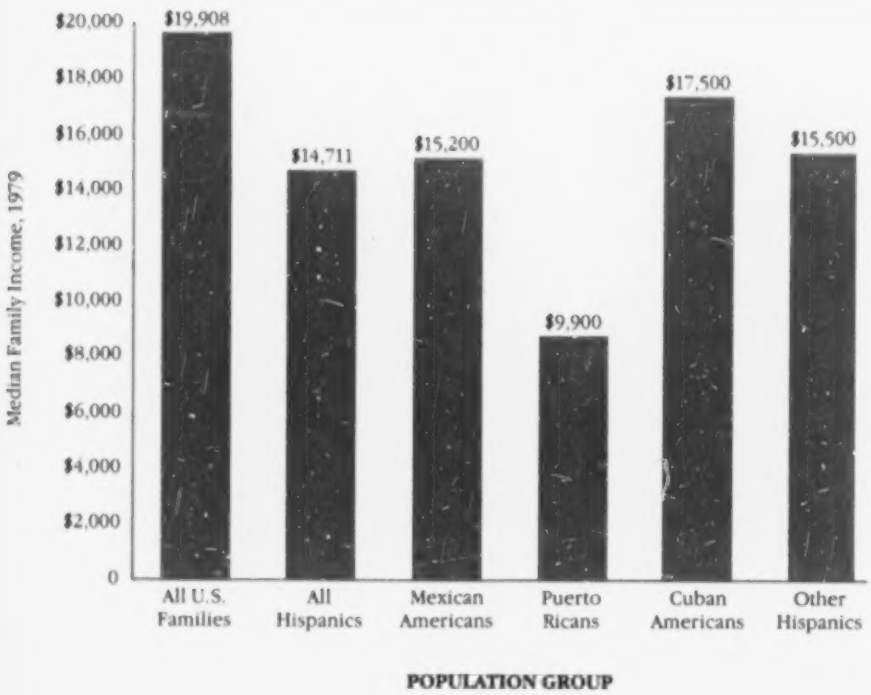
Income

Comparative Median Family Income of Hispanic Subgroups, 1979 shows how the income of each of the Hispanic subgroups compares to the others and to the national median. As indicated, the median family incomes of each of the subgroups and all Hispanics were below the median for all U.S. families ($19,908). The median family income of all Hispanics ($14,711) was more than $5,000 below, and only 74 percent of that of all U.S. families.

Of all Hispanic subgroups, Cuban Americans have the highest median family income. In 1979 their median of $17,500 per year exceeded the $15,200 of Mexican Americans, the $15,500 of other Hispanics, and the $9,900 of Puerto Ricans. While all subgroups are below the national median for all U.S. families, the $9,900 median family income of the Puerto Rican population is extremely low.

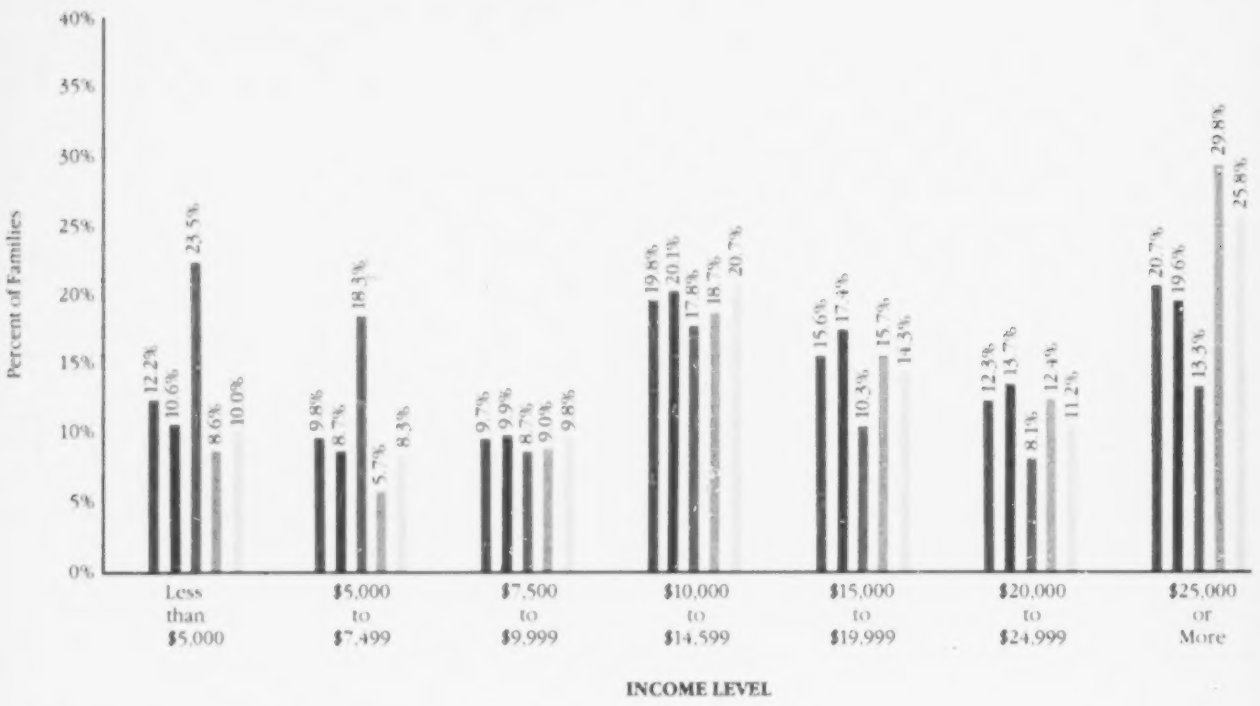
Comparative Income Distribution of Hispanic Subgroups, 1979 indicates where family incomes for each group are concentrated within a range of income levels. As expected from a review of median family incomes, the Cuban American population exhibits higher percentages of family incomes in the higher income categories, and Puerto Ricans exhibit higher percentages of family incomes in the lower income categories.

Comparative Median Family Income of Hispanic Subgroups, 1979



Source: U.S. Census Document Series P-20, No. 361 for Hispanics subgroup data and Census Report PHC80-S1-1 for "all Hispanics" and "all U.S. families."

Comparative Income Distribution of Hispanic Subgroups, 1979



Source: U.S. Census Document Series P-20, No. 361

Employment

Major Occupations of Total U.S. and Hispanic Populations provides a comparative analysis of the occupations of Hispanic population subgroups. Overall, Hispanics are less concentrated in white-collar occupations and more concentrated in blue-collar, farm, and service occupations relative to the total U.S. population.

Of the Hispanic subgroups, "other Hispanics" are most concentrated in white-collar occupations, followed closely by Cuban Americans. Mexican Americans are least concentrated in white-collar jobs. With respect to blue-collar occupations, Mexican Americans are most concentrated in this category, while "other Hispanics" are found least in these occupations. Compared to the total U.S. population, all Hispanic subgroups are more concentrated in blue-collar occupations.

Mexican Americans exceed the national participation rate of all Americans in farm occupations. This group has filled a high proportion of the agricultural jobs in the United States. With the exception of Cuban Americans, all Hispanic subgroups exceed the participation of the total U.S. population in service work.

Major Occupations of Total U.S. and Hispanic Populations

Major Occupations	Total Population	Total Hispanics	Mexican Americans	Puerto Ricans	Cuban Americans	Other Hispanics
White-Collar Workers						
Professional, Technical and Kindred Workers	15.8%	8.2%	6.3%	8.9%	12.4%	13.1%
Managers and Administrators, Except Farm	11.2%	6.5%	6.1%	3.7%	9.0%	8.4%
Sales Workers	6.2%	3.9%	3.1%	3.4%	5.9%	5.3%
Clerical and Kindred Workers	18.7%	15.9%	15.7%	19.1%	14.4%	16.8%
Subtotal	51.9%	34.5%	31.2%	35.1%	41.7%	43.6%
Blue-Collar Workers						
Craft and Kindred Workers	12.8%	12.3%	14.9%	10.4%	12.4%	13.6%
Operatives, Including Transport	14.4%	25.9%	23.7%	29.8%	28.4%	18.7%
Laborers, Except Farm	4.7%	7.2%	9.3%	5.0%	6.1%	5.7%
Subtotal	31.9%	45.4%	47.9%	45.2%	46.9%	38.0%
Service Workers	13.8%	16.1%	16.3%	18.6%	11.3%	16.6%
Farm Workers						
Farmers and Farm Managers	1.3%	0.2%	0.2%	—	0.2%	0.7%
Farm Laborers and Supervisors	1.2%	3.8%	4.4%	1.1%	—	1.0%
Subtotal	2.5%	4.0%	4.6%	1.1%	0.2%	1.7%
Totals	100.0%	100.0%	100.0%	100.0%	100.1%	99.9%

Source: CTI assembly of data acquired from U.S. Census Document Series P-20, 361 and "Money Income of Households, Families, and Persons in the U.S. 1980," Series P-60, No. 132, U.S. Bureau of the Census.

CHARACTERISTICS OF THE MEXICAN AMERICAN POPULATION

Socioeconomic Status

Perhaps the Hispanic group most difficult to categorize, due to size, geographic distribution, and long history, are the Mexican Americans—Hispanics of Mexican origin. They consist of recent arrivals as well as families who lived in what is now the United States well before the arrival of Europeans. Predominantly a rural and agricultural people through the early 1900s, Mexican origin persons now are more urbanized than the general U.S. population. This rapid transformation, over a period of four to five decades, has changed the nature of this group.

Prior to World War II, most Mexican Americans were relegated to a low socioeconomic status. A great number of the group's labor force were seasonal migrant workers. Over time, many Mexican origin persons became part-time residents in small to medium-sized towns (particularly along the U.S.-Mexico border) and part-time seasonal migrant workers. This pattern was significant because it provided a relatively stable site for the integration of new migrants and immigrants from Mexico. The next step, from small town to large city, was accelerated by the mechanization of agriculture and by the demand for labor to construct the growing metropolitan areas of the Southwest.

Some Mexican origin families who had traveled the migrant flows through the agricultural Midwest and Pacific Northwest "settled out" and became permanent residents of some area, held usually by the availability of more stable industrial jobs. This helped create emerging populations in Chicago, the Yakima Valley, and other locations outside the Southwest where job opportunities were found in railroad construction and the cattle industry. Many Mexican Americans also began to migrate to California, and over the past 30 years, California's Mexican American population has continued to increase relative to the Mexican origin populations in Texas, New Mexico, and Colorado.

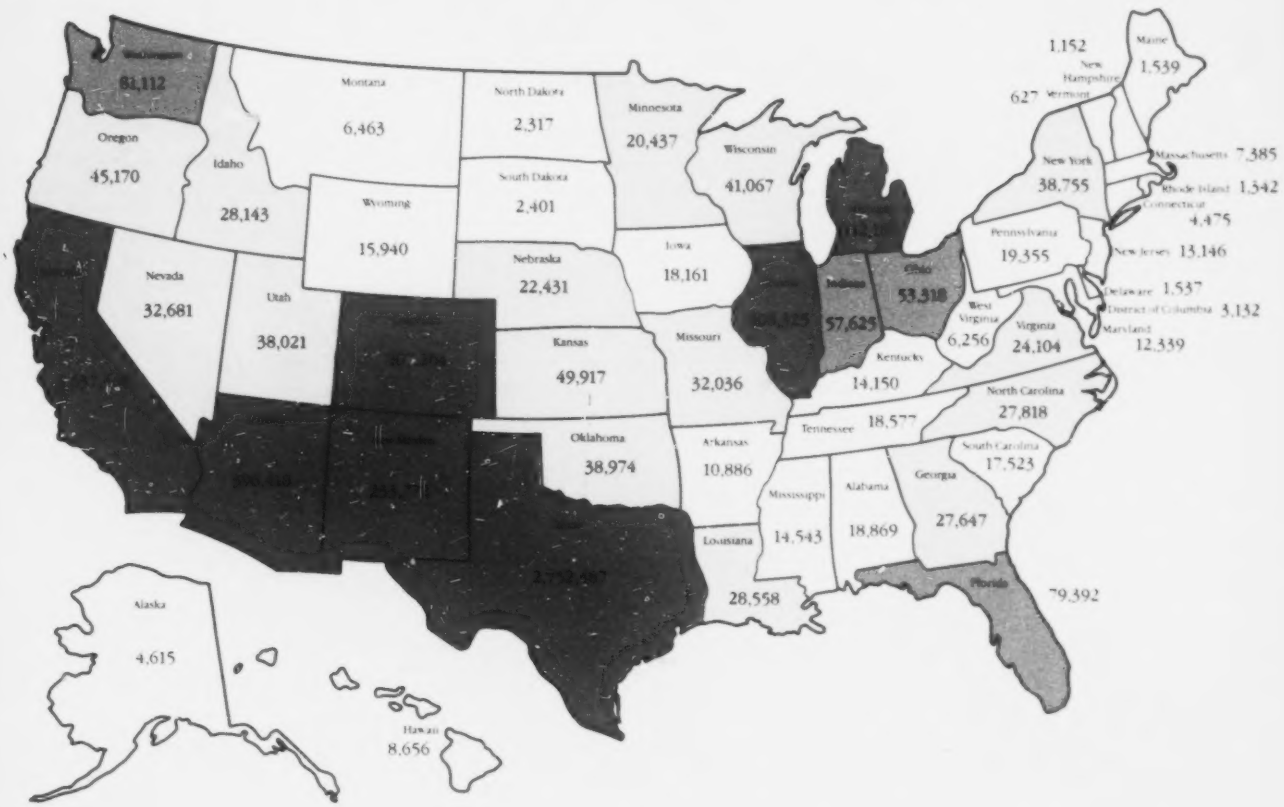
An important feature of the Southwestern states, where most Mexican Americans are found, is their proximity to the U.S.-Mexico border. The two countries share twin cities, binational markets, and a long history of economic interdependence.

The Southwest traditionally has been a low-wage area, compared to other parts of the United States, and the fact that Mexican origin persons are concentrated in this region reduces their overall national income. For the near future, the large oversupply of labor in the border countries is likely to have a depressing effect on wages in those areas. However, the outlook is somewhat brighter in that the Southwestern states have gained industries and capital investment, relative to other parts of the nation. The growing Sun Belt economy must depend, to some extent, on the increasingly Mexican American labor force.

Concentration

The Mexican American population is highly concentrated in two states: California and Texas. As the map *Concentration of Mexican Americans in the United States* indicates, 3,637,466, or 41.6 percent of the total group, resided in California as of 1980. Texas had a total of 2,752,487 Mexican Americans, adding another 31.5 percent of the total. Thus, fully 73.1 percent of the nation's Mexican Americans were concentrated in these two states in 1980. Illinois contained 4.7 percent; Arizona contained 4.5 percent. Thus, 82.3 percent of U.S. Mexican Americans resided in these four states in 1980.

Concentration of Mexican Americans in the United States



Legend

- 0- 20,000
- 20,001-50,000
- 50,001-100,000
- 100,001-400,000
- 400,000+

The Number of Mexican Americans by State

Numbers Included Within States' Boundaries Are 1980 Census Counts of Mexican Americans

Source: Data from Census Report PC80-S1-7.

Statistical Profile of Mexican Americans

POPULATION

SIZE

1980	1985	1990
8,740,439	12,797,620*	16,854,802*

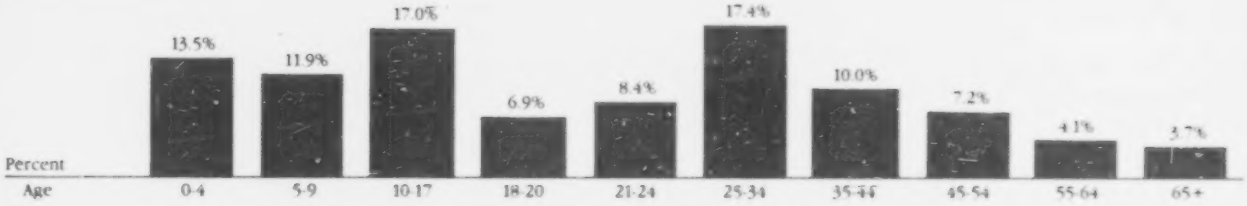
GROWTH RATE 9.3%/Yr. **PERCENT OF TOTAL HISPANICS, 1980** 59.8%

CONCENTRATION (Percentage of Total Group Concentrated in Selected States)

California	41.6%
Texas	31.5%
Illinois	4.7%
Arizona	4.5%
4 State Total	82.3%

AGE

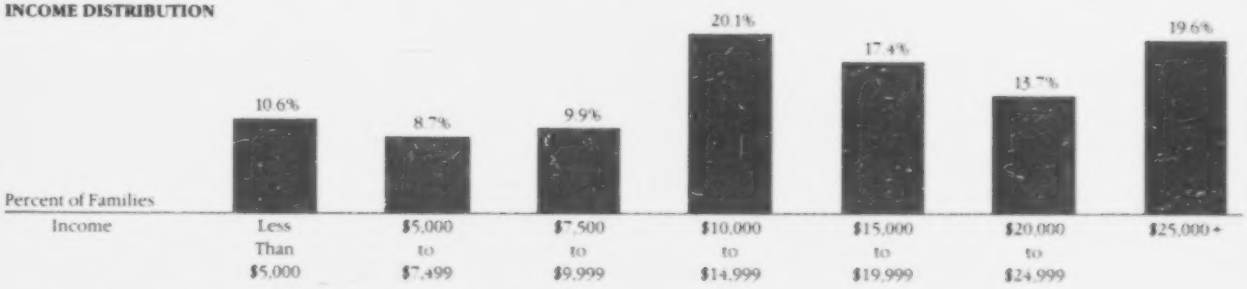
AGE DISTRIBUTION



MEDIAN AGE 21.4 Years

INCOME

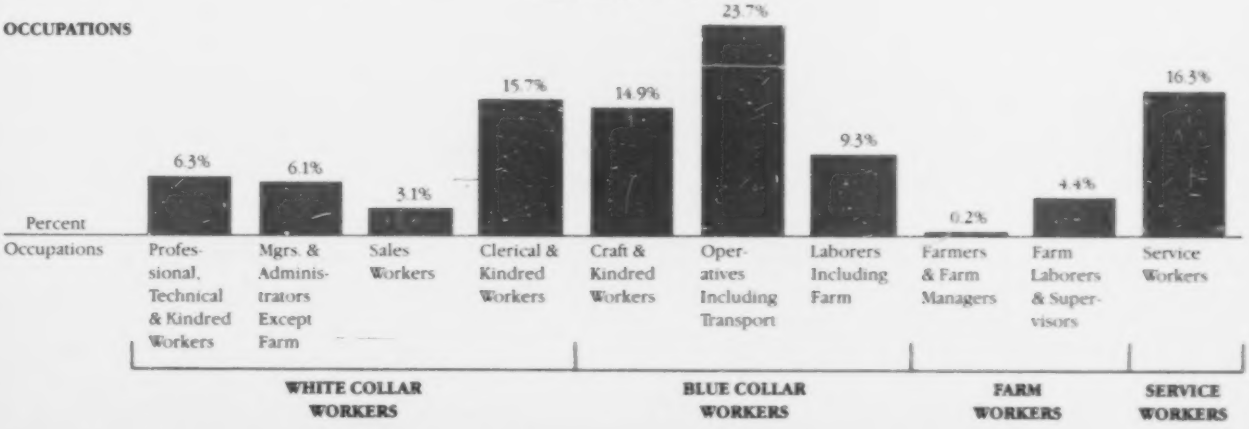
INCOME DISTRIBUTION



MEDIAN FAMILY INCOME $15,200/Year in 1979

EMPLOYMENT

OCCUPATIONS



Source: 1980 Census data unless denoted by an *, in which case generated by CTI projections.

Statistical Summary

In 1980 there were 8,740,439 Hispanics of Mexican ancestry living in the United States. This represented a tremendous increase—93 percent—from 1970-1980, due to a combination of immigration and the group's high fertility (although part of the apparent increase may in fact be due to the 1970 Census undercount). Since both the immigration and fertility rates are expected to persist into the near future, the Mexican American population is projected to again greatly increase between 1980 and 1990, reaching 12,797,620 by 1985 and 16,854,802 by 1990.

In 1980 Mexican Americans comprised 59.8 percent of all Hispanics in the United States. (The 59.8-percent figure denoting those U.S. Hispanics who are Mexican Americans may be another kind of undercount. In the 1980 Census some 192,275 Texas Hispanics, 241,235 New Mexico Hispanics, and 126,778 Colorado Hispanics identified themselves as "other Hispanics," although a large number could be termed Mexican Americans.) Because of the relatively rapid growth of the group, the Mexican American population is projected to comprise 68.8 percent of all U.S. Hispanics by 1990.

As noted, this rapid growth is in part due to the group's fertility. The median age of the population is 21.4 years, compared to a median age of the overall U.S. population of 30.1 years. Whereas 57.6 percent of the total U.S. population is under 35, fully 75.1 percent of the Mexican American population is under 35.

The median family income of Mexican Americans for 1979 was $15,200. This placed the group significantly below the national median family income of $19,908. Some 29.2 percent of the Mexican American population earned under $10,000 per year, 37.5 percent earned between $10,000 and $20,000 per year, and 33.3 percent earned in excess of $20,000 per year.

Compared to the total U.S. population, the occupations of the Mexican American labor force reflect a relatively low concentration in white-collar jobs and relatively high concentrations in blue-collar jobs, farm work, and service occupations. The 31.2 percent of Mexican Americans holding white-collar positions compares to 51.9 percent of the total population. Some 47.9 percent of the group are blue-collar workers, compared to 31.9 percent of the total population.

In summary, the Mexican American population, though increasingly dispersed, is still highly concentrated geographically, is growing rapidly, is youthful, has a relatively low income, and is concentrated in blue-collar occupations.

CHARACTERISTICS OF THE PUERTO RICAN POPULATION

Socioeconomic Status

Puerto Ricans are the most metropolitan of Hispanic populations in the United States, and New York City has been their center since the early 1900s. Historically—and currently—migration to the mainland has been a search for employment, particularly employment in unskilled jobs. U.S. citizens by birth, Puerto Ricans have free access to the United States. But it was not until the post-World War II period that Puerto Rican migration and settlement made them visible among the nation's diverse European ethnic groups.

Mainland Puerto Ricans are not easy to categorize. Some are recent arrivals from the island. Some, as migrant workers, move back and forth between the island and the mainland. Still others are U.S. born. Each of these groups is distinct.

One of the characteristics of the Puerto Rican population is its pattern of migration. While many Puerto Ricans have moved to cities in New Jersey and Connecticut within the New York metropolitan area, others have chosen to jump from New York to Philadelphia, Boston, Cleveland, Chicago, San Francisco, and other locations.

A second characteristic of the population is its poverty. Socioeconomic indices for Puerto Ricans generally are the lowest of all Hispanic groups; the numbers of inner city Puerto Ricans statistically overwhelm the smaller, better educated Puerto Rican population. According to the 1980 Census, 50.5 percent of mainland Puerto Rican families have annual incomes of less than $10,000, and nearly half of those families have incomes under $5,000—figures related to the fact that large numbers of mainland Puerto Rican families are headed by women.

Finally, Puerto Ricans must be viewed as a dynamic population. Despite a 30-year decrease in net immigration, one should not underestimate the magnitude of their movements between the island and the mainland. These flows continually change the character of the Puerto Rican population, on the island as well as in the United States.

Puerto Rican migration peaked during the 1950s and has decreased steadily since that time. Today, however, the growth of the U.S. Puerto Rican population is no longer dependent upon the island-to-mainland migration, but is largely the result of natural increase. Puerto Ricans, originally a migrant population, are increasingly a native-born U.S. population.

Concentration

Concentration of Puerto Ricans in the United States shows where Puerto Ricans resided according to 1980 Census counts. New York was by far the state with the most Puerto Rican residents. Almost half (49 percent) of the group's total population of 2,013,945 lived in that state, and the vast majority of these were concentrated in the New York SMSA.

The bordering state of New Jersey also has a large Puerto Rican population, accounting for another 12.1 percent of the total in 1980. Over 60 percent of all Puerto Ricans in the 50 states lived in New York and New Jersey in 1980. Illinois, Florida, and California also had relatively large Puerto Rican populations; in 1980 an additional 15.7 percent of all mainland Puerto Ricans resided in these three states. Thus, three of every four (76.8 percent) Puerto Ricans in 1980 lived in the five states of New York, New Jersey, Illinois, Florida, and California.

Statistical Summary

Summary statistics for the Puerto Rican population living on the mainland are presented in *Statistical Profile of Puerto Ricans*. The 1980 total of 2,013,945 mainland Puerto Ricans represented an increase of 41 percent over 1970. This growth was largely the result of the group's youth and high fertility. As these characteristics of the population will persist into the near future, a similar growth rate between 1980 and 1990 is expected, bringing the Puerto Rican population to 2,425,479 by the end of 1985 and to 2,837,012 by 1990. In 1980 Puerto Ricans represented 13.8 percent of all Hispanics living in the 50 states.

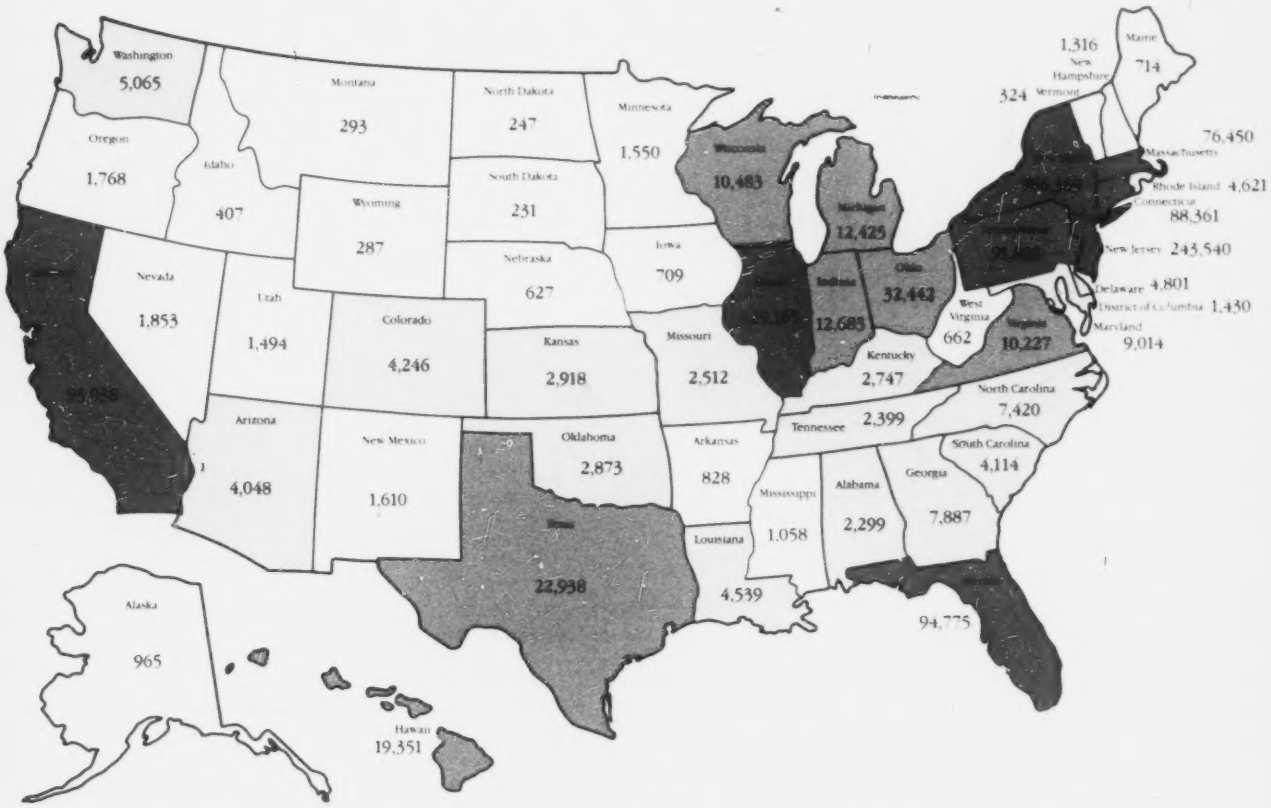
The youthfulness of the Puerto Rican population is striking. The median age of the group is 20.7 years, compared to 30.1 years for the total U.S. population, and 75.1 percent of the group is under the age of 35, compared to 57.6 percent of the total U.S. population.

The Puerto Rican population is a low-income group. The $9,900 median family income reported for 1979 was substantially below the median family income of all Americans, $19,908. A very high 50.5 percent of Puerto Rican families earned less than $10,000 per year; 28.1 percent earned between $10,000 and $20,000, and 21.4 earned $20,000 or more.

The four most common occupational categories of the Puerto Rican labor force are clerical and kindred workers (19.1 percent), craft and kindred workers (10.4 percent), operatives (29.8 percent), and service workers (18.6 percent). Fully 77.9 percent of all Puerto Ricans employed held a position in one of these occupational categories. Overall, compared to the total U.S. population, the group is less concentrated in white-collar occupations and farm work, and more concentrated in blue-collar positions and service work.

In summary, the Puerto Rican population in the 50 states is youthful, is growing at an impressive rate, has a relatively low income, and tends to be employed in blue-collar and service occupations.

Concentration of Puerto Ricans in the United States



Legend

0- 2,000	
2,001- 10,000	
10,001- 50,000	
50,001-100,000	
100,000+	

Legend
The Number of Puerto Ricans by State

Numbers Included Within State Boundaries Are 1980 Census Counts of Puerto Ricans

Source: Data from Census Report PC80-S1-7

Statistical Profile of Puerto Ricans

POPULATION

SIZE

1980	1985	1990
2,013,945	2,425,479*	2,837,012*

GROWTH RATE 4.1%/Yr.

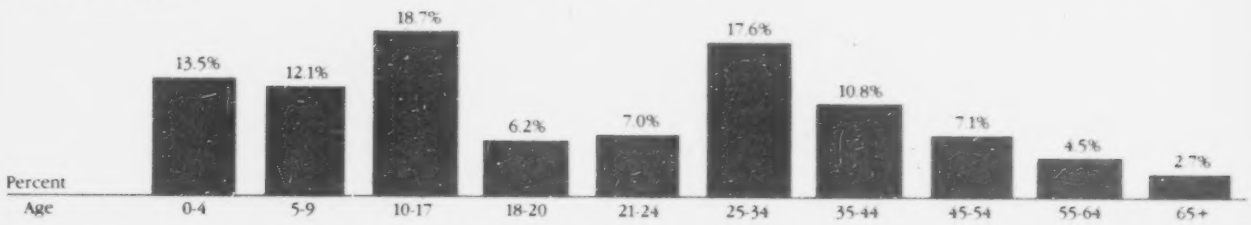
PERCENT OF TOTAL HISPANICS, 1980 13.8%

CONCENTRATION (Percentage of Total Group Concentrated in Selected States)

New York	49.0%
New Jersey	12.1%
Illinois	6.4%
Florida	4.7%*
California	4.6%
5 State Total	76.8%

AGE

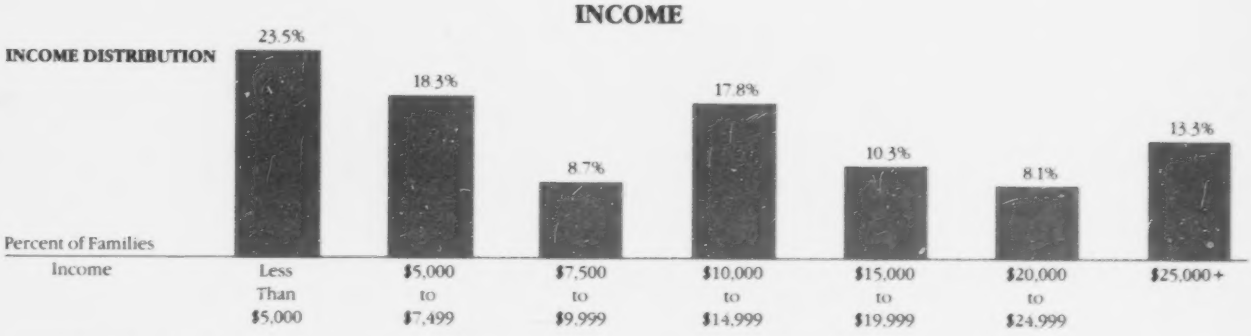
AGE DISTRIBUTION



MEDIAN AGE 20.7 Years

INCOME

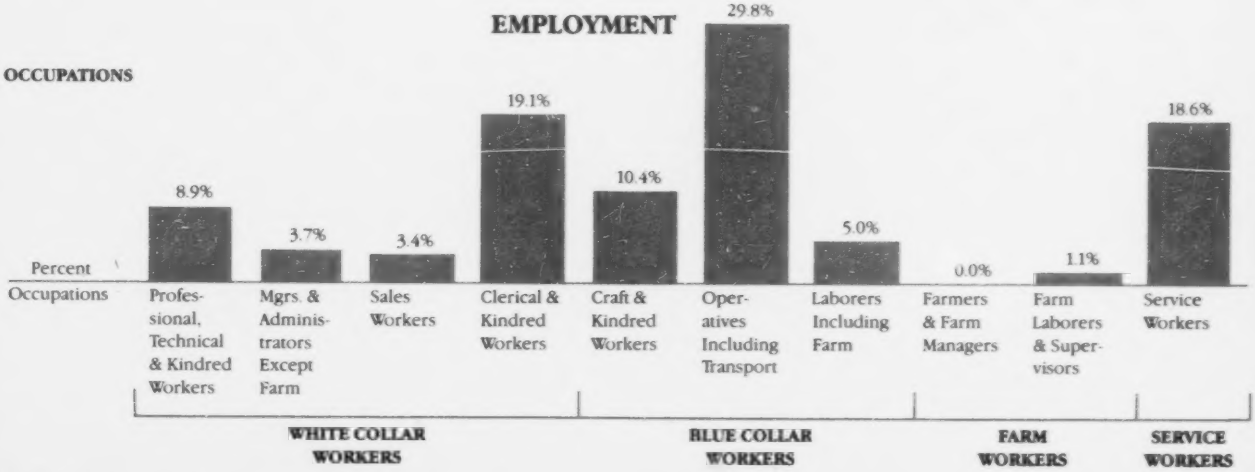
INCOME DISTRIBUTION



MEDIAN FAMILY INCOME $9,900/Year in 1979

EMPLOYMENT

OCCUPATIONS



Source: 1980 Census data unless denoted by an*, in which case generated by CTI projections.

CHARACTERISTICS OF THE CUBAN AMERICAN POPULATION

Socioeconomic Status

Cuban Americans are not a homogeneous or easily understood population, although the vast majority arrived in the United States within the last 20 years, and 85 percent of them live in Florida.

For descriptive purposes, the U.S. Cuban population can be divided into several groups—the Cuban refugees, excluding the Mariel entrants; the Mariel entrants themselves; those born in the United States; and those who live outside Florida. Obviously, however, some of these groups overlap considerably.

The Cuban refugees have received a great deal of attention because of their industriousness and determination. From a tenuous economic foothold in the early '60s, the group has launched many social and economic initiatives over the past two decades, in the process producing a major economic revitalization of Florida's Miami area.

Compared with other Hispanic subgroups, the Cuban refugees are characterized by a relatively high proportion of elderly persons, high levels of educational attainment, and relatively high levels of income, business ownership, and affluence. They tend to be active in community affairs, politically conservative, and strongly linked with Latin America. Overall, the Cuban refugees appear to be a group striving for, and to a great extent achieving, the American dream.

The second group is composed of the children of the refugees, either U.S.-born or brought into the United States at an early age. One positive characteristic of this fully bilingual second group is its higher-than-average educational level, which should lead to significant social and economic advances.

Both groups—the earlier refugees and their children—are in transition. By virtue of its age, the older generation will decrease in size dramatically over the next decade, and the U.S.-born generation will be challenged to assume the same levels of influence and to achieve the same levels of success as did the older generation.

As for the Mariel entrants, the vast majority of these 125,000 immigrants of the 1980 boatlift have adjusted fairly well to life in the United States, notwithstanding negative media coverage, some erroneous reports of violence in the relocation camps, and actual crimes committed by some of them. Their adjustment is not as successful or salient as that of the 1960 Cuban immigrants. But their arrival process was more disorganized, occurred over a shorter time span, and took place during a period of economic crisis in the United States.

Cuban Americans who live outside Florida—mainly in New Jersey, New York, and California—in many cases live where they do because of the U.S. Cuban relocation program; others have found the educational and employment opportunities in these areas more appealing.

It must be noted that although Cubans generally fare better, compared with Mexicans and Puerto Ricans, they are behind "other Hispanics" with respect to socioeconomic indices, and they are always behind non-Hispanic Whites in socioeconomic achievements.

Concentration

As the map, *Concentration of Cuban Americans in the United States* shows, this Hispanic subgroup is highly concentrated in a few states, and more evenly dispersed over the remainder of the 50 states. A full 85.8 percent of the nation's Cuban Americans live in four states: Florida, New Jersey, New York, and California. Some 470,250 or 58.5 percent live in Florida. New Jersey accounts for another 10.1 percent, New York 9.6 percent, and California 7.6 percent. More striking, however, is the fact that 50.7 percent of all Cuban Americans in the United States live in the Miami SMSA (Dade County, Florida). This makes the Cuban American population the most geographically concentrated of the Hispanic population subgroups.

Statistical Summary

Statistical Profile of Cuban Americans provides summary data on Cuban Americans in the United States. As may be seen, the size of the Cuban American population in 1980 was 803,226. This represented a 47-percent increase from 1970, a much more rapid growth rate than those experienced by the total U.S., the White, and the Black populations. A continuation of this growth rate will bring the total population of the group to 993,920 by 1985 and 1,184,613 by 1990. Cuban Americans comprise 5.5 percent of the total U.S. Hispanic population.

The age statistics show that Cuban Americans are a relatively aged population group. The group's median age is 33.5 years. Although Hispanics as a whole tend to be youthful, the median age of Cuban Americans is higher than the 30.1 years of the total U.S. population or the 31.3 years of the White population. Some 30.9 percent of all Cuban Americans are 35-54 years of age, compared to 22.0 percent of the total U.S. population. The concentration in this age range is due to the immigration of younger Cubans during the early '60s.

Income statistics gathered by the Census for 1979 revealed that Cuban Americans have the highest median family income of the major Hispanic subgroups. The group's median family income was $17,500, and a relatively high 29.8 percent of all Cuban American families had annual incomes of $25,000 or more.

Cuban Americans are more concentrated in the blue-collar occupations and less concentrated in white-collar, farm, and service occupations compared to the total U.S. population. However, compared to other Hispanic population subgroups, the group's labor force is more concentrated in white-collar occupations. Overall, 41.7 are in white-collar occupations, 46.9 percent are blue-collar workers, 0.2 percent are farm workers, and 11.3 percent are service workers.

In summary, Cuban Americans are the oldest, highest earning, most geographically concentrated, and most white-collar-employed of the major Hispanic population subgroups.

Concentration of Cuban Americans in the United States

Legend

0- 1,000	
1,001- 5,000	
5,001-10,000	
10,001-80,000	
80,000+	

The Number of Cuban Americans by State

Numbers Included Within States' Boundaries Are 1980 Census Counts of Cuban Americans

Source: Data from Census Report PC80-S1-7.

Statistical Profile of Cuban Americans

POPULATION

SIZE

1980	1985	1990
803,226	993,920*	1,184,613*

GROWTH RATE 4.7%/Yr

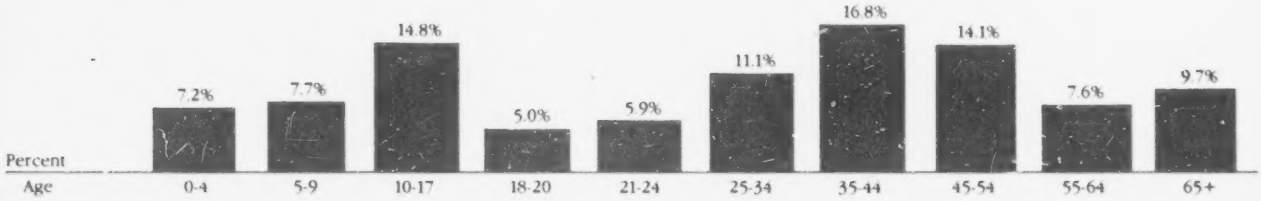
PERCENT OF TOTAL HISPANICS, 1980 5.5%

CONCENTRATION
(Percentage of Total Group Concentrated in Selected States)

Florida	58.5%
New Jersey	10.1%
New York	9.6%
California	7.6%
4 State Total	85.8%

AGE

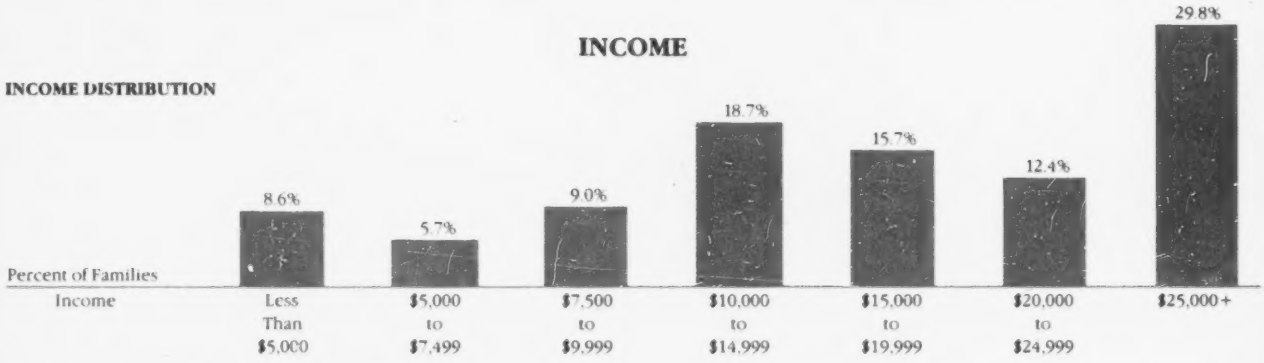
AGE DISTRIBUTION



MEDIAN AGE 33.5 Years

INCOME

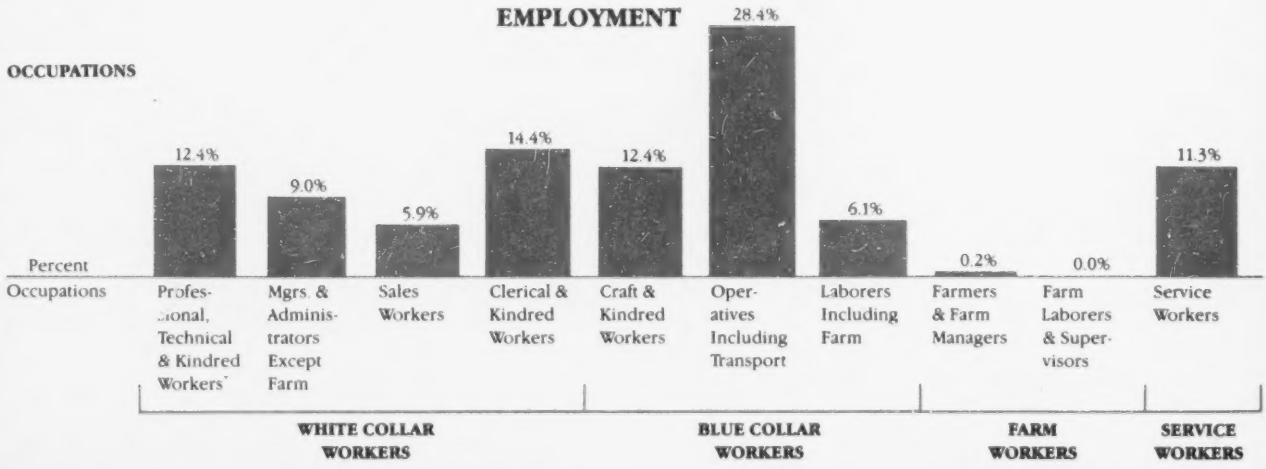
INCOME DISTRIBUTION



MEDIAN FAMILY INCOME $17,500/Yr. in 1979

EMPLOYMENT

OCCUPATIONS



Source: 1980 Census data unless denoted by an *, in which case generated by j projections.

CHARACTERISTICS OF OTHER HISPANICS

Socioeconomic Status

"Other Hispanics" was originally assumed to be a minor category needed to classify Hispanics other than Puerto Ricans or those of Mexican or Cuban ancestry. That is, it was established for the classification of Hispanics from Central and South America, Spain and the Canary Islands. It was also designed to include *part-Hispanics* (i.e., the children of a marriage between a Hispanic and a non-Hispanic) and *mixed-Hispanics* (the offspring of marriages between members of Hispanic subgroupings).

The size of the "Other Hispanics" category is such that it presently ranks second among the major Hispanic subgroupings. Its varied composition, however, makes it difficult to consider as a single entity. As illustrated below, there are few identifiable patterns regarding this category.

"Other Hispanics" represents a newly-arrived as well as long-term resident population. The fact that this population is concentrated in states receiving substantial immigration (California, New York, Florida and Texas) confirms the general consensus regarding the concentration of the Latin American population. "Other Hispanics" are also a significant population group in New Mexico. Most observers, however, agree that the concentration of Latin Americans in this area is relatively small. The "Other Hispanics" in New Mexico appear to be long-term (five or more generations) residents who fail to identify with the label "Mexican," preferring the term *Hispano*. Since "Other Hispanics" is similar to this label, it would appear to be selected by preference.

While the age structure of the "Other Hispanics" reflects a youthful population, close examination shows a distinct pattern with relatively fewer children, fewer working-age (24-44 years) persons, and a higher proportion of elderly adults. "Other Hispanics" are also more likely to be white collar workers than any other Hispanic subgroup and reflect the highest educational attainment as well.

The "Other Hispanics" category combines very disparate groupings. At least six of these groupings, however, can be distinguished:

Highly Skilled Latin American Immigrants. These young, skilled workers originate usually from South America or Costa Rica. College-educated and often trained in specialty areas (engineering, law, architecture, etc.) these immigrants find their country's local economy unable to absorb them into the job structure. They migrate to the United States in search of opportunities to utilize their training.

Refugee Professional Class. Well-trained like their counterparts above, these individuals, once employed in universities or government, are impelled to leave their native countries due to a change in political leadership. These exiles and refugees may have access to the job structure in the United States if they find a sympathetic support group upon arrival.

Central American Economic Refugees. These individuals, often from small towns in rural Nicaragua, Guatemala, and El Salvador, come to the United States seeking work. Their educational levels are lower, and they are a generally poorer immigrant class. Should they find steady work, their presence in the United States is particularly felt in the service and operative occupations; should they fail to locate employment, their lives become a constant struggle for survival.

Part-Hispanics. "Part-Hispanics" are the children of a marriage between a Hispanic and a non-Hispanic. The "part-Hispanic" is normally a U.S.-born person whose Hispanic parent either has lived in the United States for a long period of time or is a well-educated immigrant from South America. The "part-Hispanic" has the advantage of understanding the U.S. system and possesses relatively easy access to alternatives for advancement.

Mixed-Hispanics. "Mixed-Hispanics" are the offspring of marriages between two members of different Hispanic subgroups. The "mixed-Hispanic" usually lives in a major metropolitan area where contact among Hispanic sub-groups is possible. Some "mixed-Hispanics" are the offspring of couples with low socioeconomic status, while others result from marriages of middle or upper-class individuals who share commonalities other than their origin.

Hispanos in the Southwest. "Hispanos" are long-term residents of the Southwest whose origins are from Spanish and Mexican/Indian stock. Until the late 19th century this group lived in relative obscurity. Over time, "Hispanos" have acquired a unique identity which distinguishes them from the other Mexican-origin populations of the Southwest. They are likely to work in mining, agriculture, or related occupations, in stark contrast to the more urbanized populations found in the "Other Hispanics" category. Others are urban residents spanning the full spectrum of occupations. As a whole, "Hispanos" have an older age structure and contribute heavily to the elderly component found in the "Other Hispanics" category.

It is difficult, if not impossible, to generalize about the "Other Hispanics" category. The category is presently too all-encompassing, and the continued inflow of immigrants from Latin America, the trend of increased inter-ethnic marriage, and the political instability of some countries will merge an even greater diversity of individuals into this already amorphous category.

Concentration

The "Other Hispanics" category includes all Hispanics living in the 50 states other than Puerto Ricans and those of Mexican or Cuban ancestry. This population group is less geographically concentrated than the other Hispanic subgroups; whereas the Mexican American, Cuban American, and Puerto Rican populations are highly concentrated in a few states, this is not so true of the "other Hispanics" group. Overall, however, the group in 1980 was most greatly concentrated in the Northeastern and Southwestern United States.

Some 24.7 percent of the group was found to reside in California in 1980. New York followed with 18.3 percent. Thus, 43.0 percent lived in these two states, but the remainder of the population was more widely dispersed, although New Mexico, Florida, and Texas accounted for an additional 21.3 percent of the total. Thus, these five states in 1980 held 64.3 percent of all "other Hispanics."

Statistical Summary

Statistical Profile of Other Hispanics presents population, age, income, and employment data for the group. The population statistics show that there were 3,051,063 "other Hispanics" in the United States in 1980, an increase of 19 percent from 1970 to 1980. A continuation of this relatively modest growth rate will yield a total group population of 3,339,163 in 1985 and 3,627,263 in 1990. In 1980 "other Hispanics" represented 20.9 percent of all Hispanics living in the 50 states.

The "other Hispanics" are a youthful population. Their median age is low, 23.3 years compared to 30.1 for the total U.S. population; 67.3 percent of the group is under 35, compared to 57.6 percent under 35 for the total U.S. population.

The income level of "other Hispanics" is slightly higher than that of Hispanics nationally. The median family income of the group in 1979 was $15,500 compared to $14,711; 28.1 percent of the group had annual family incomes under $10,000, 35.0 percent earned between $10,000 an d$20,000, an d37.0 percent earned $20,000 or above.

Compared to the national averages, the occupational distribution of the "other Hispanics" reflects lower concentrations in the white-collar and farm work categories and higher concentrations in the blue-collar and service occupations. Some 43.6 percent of the group works in white-collar occupations, 38.0 percent works in blue-collar jobs, 1.7 percent in farm occupations, and 16.6 percent in service positions.

Overall, the "other Hispanics" population is youthful, is growing at a modest rate, and is lower-income and more blue-collar oriented than the total U.S. population.

Concentration of Other Hispanics in the United States

Legend

- 0- 10,000
- 10,001-50,000
- 50,001-100,000
- 100,001-500,000
- 500,000+

The Number of "Other Hispanics" by State*

Numbers Included Within States' Boundaries Are 1980 Census Counts of the "Other Hispanics" Group

Source: Data from Census Report PC80-S1-7.

Note: "Other Hispanics" refers to all Hispanics other than Cuban Americans, Mexican Americans, and Puerto Ricans.

Note: "Other Hispanics" refers to all Hispanics other than Cuban Americans, Mexican Americans, and Puerto Ricans.

Statistical Profile of Other Hispanics

POPULATION

SIZE	1980	1985	1990
	3,051,063	3,339,163*	3,627,263*

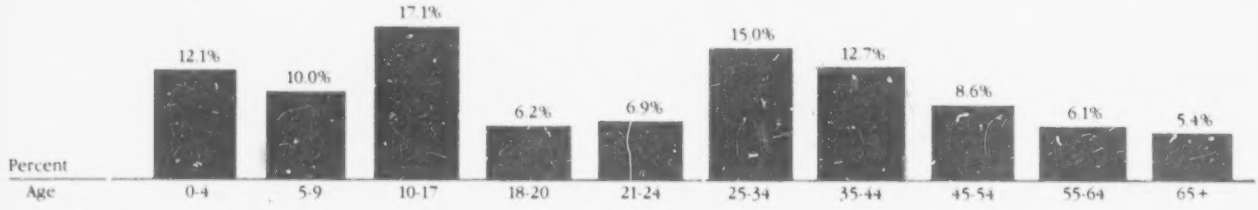
GROWTH RATE 1.9%/Yr. **PERCENT OF TOTAL HISPANICS, 1980** 20.9%

CONCENTRATION (Percentage of Total Group Concentrated in Selected States)

California	24.7%
New York	18.3%
New Mexico	7.9%
Florida	7.0%
Texas	6.4%
5 State Total	64.3%

AGE

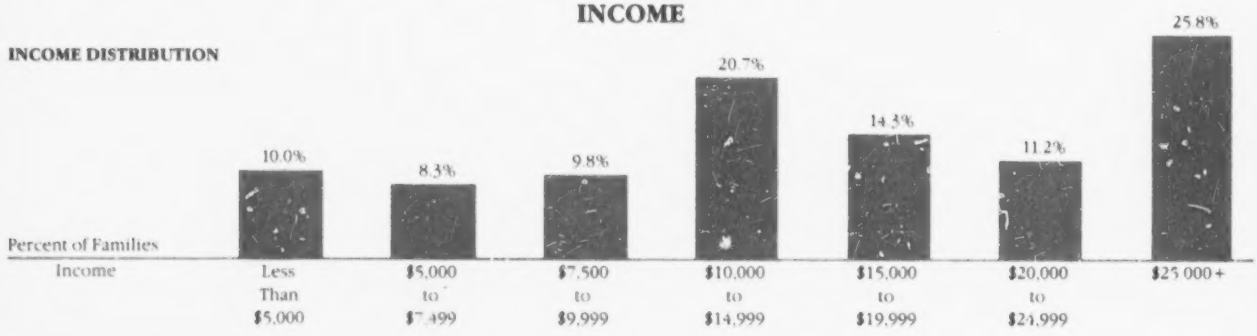
AGE DISTRIBUTION



MEDIAN AGE 23.3 Years

INCOME

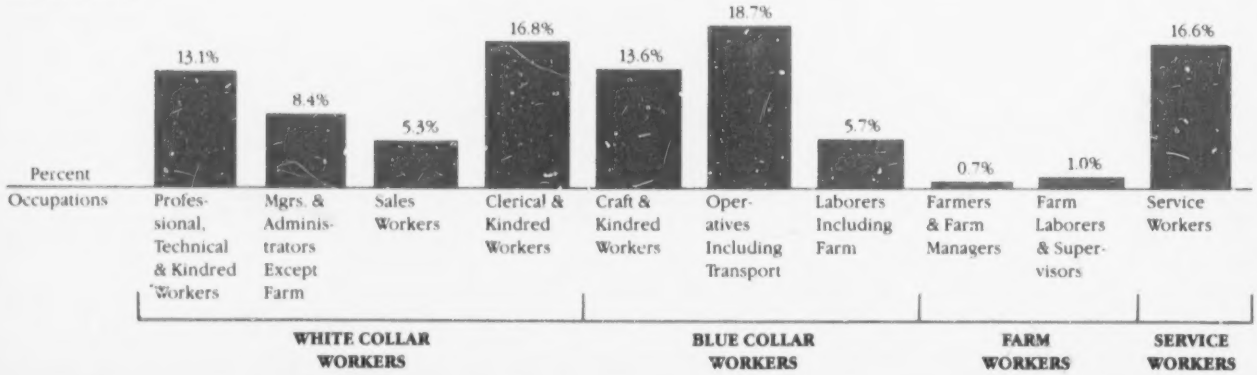
INCOME DISTRIBUTION



MEDIAN FAMILY INCOME $15,500/Year in 1979

EMPLOYMENT

OCCUPATIONS



Source: 1980 Census data unless denoted by an *, in which case generated by CTI projections.

Section III:

The Top Twenty Hispanic Market Profiles

INTRODUCTION TO THE MARKETS

The Hispanic population is highly concentrated in selected market areas. Each of these areas is unique, and the Hispanic population of each is usually distinct: mainly Cuban, or Puerto Rican, or Mexican American. In some areas, Hispanics generally speak Spanish; in others they do not. Indeed, characteristics of the local Hispanic populations vary widely from market to market.

The local market profiles which follow are intended to provide specific descriptions of the Hispanic populations in each of the 20 largest U.S. Hispanic markets, excluding the island of Puerto Rico. A standardized presentation makes more visible the specific market differences. These analyses will help businesses, local governments, and political organizations to understand and work more closely with the Hispanic population in each area.

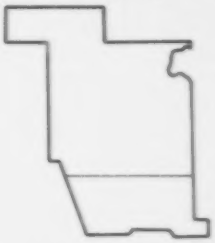
Analysis of each of these markets begins with a definition of the market area. Each of the markets chosen is one of the 20 largest concentrations of Hispanics in Areas of Dominant Influence—the ADIs. Most of the statistical analyses are presented for the Standard Metropolitan Statistical Area—the SMSA—which is the center of the ADI. In all cases the SMSA contains most of the ADI's total Hispanic population, so that statistical analysis of the SMSA yields a reliable picture of the ADI's total Hispanic population. Performing the analysis at the SMSA level also facilitated study of the Hispanic population, since data are more readily available by SMSA.

The analysis of each market presents the size and growth of the Hispanic, Black, White, and total populations. Projections of each group's population also are calculated. Key characteristics of the local Hispanic population are analyzed; these include age and sex distributions, income, employment, education, and use of the Spanish language. Lastly, an analysis of the accuracy of the local census is provided, together with an estimated undercount, to be taken into consideration when using the data.

A local market profile may be used alone, as an analysis of the local Hispanic population, and may be compared with other markets to define its unique characteristics. The local market profiles should be interpreted with due consideration given to the technical issues described in the Technical Appendix.

ALBUQUERQUE

THE ALBUQUERQUE, NEW MEXICO SMSA*



The Albuquerque SMSA consists of Bernalillo and Sandoval Counties. In 1980 the total SMSA population was 454,499. Hispanics totaled 164,200 or 36.1 percent. The Albuquerque ADI, defined below, is the ninth largest U.S. Hispanic market, with a total of 368,091 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition

SOCIOECONOMIC STATUS OF HISPANICS IN THE ALBUQUERQUE SMSA

For centuries Hispanics have been influential in the political and economic life of New Mexico. As the historical growth and development of the state have shifted from the northern counties to the central part of the state, the size and importance of the Hispanic population in the Albuquerque SMSA have grown concurrently.

Albuquerque has grown from a medium-sized town to a major regional city. Slowly, Albuquerque has generated the economic base which presently dominates the state. Hispanics have constituted a significant portion of Albuquerque's population throughout this period. Hispanic in-migration to the area has been complemented by many non-Hispanic retirees, artisans, and workers. While the Hispanic presence remains strong, the new economy of Albuquerque to a great extent includes industries which have migrated to New Mexico, often bringing many of their own workers.

Albuquerque Hispanics have benefited from the dynamic and high growth economy of the area. Job opportunities have multiplied and many Hispanics have been able to take advantage of high growth sectors. Particularly in the early stages of its growth, Albuquerque attracted Hispanic in-migrants from Colorado, Texas and Arizona. More recently, economic growth has steadied and unemployment has risen due to continued in-migration which has not decreased as the economy has slowed.

Hispanics in New Mexico comprise generations of middle class families, college graduates, and the professionally employed. It is not surprising, then, to find a strong, viable social structure among the long-term Hispanic residents. More recent arrivals, particularly those who have benefited from the area's economic growth, are economically stable and represent a significant portion of the local consumer market.

As the data indicate, the earnings of Hispanics in the Albuquerque SMSA are approximately two-thirds the earnings of the Anglo population. In educational attainment Hispanics rank below all other major population subgroups as well as below the total population.

The Hispanics in New Mexico are perhaps less conscious of their status as a minority population than are the Hispanic populations of other states. The average New Mexican is accustomed to encountering Hispanics in professional, technical or managerial positions. And New Mexico has elected a number of Hispanic U.S. Senators, Representatives, and governors.

HISPANIC POPULATION AND GROWTH

The 1980 Census documented the substantial growth of the Albuquerque SMSA and the Hispanic population since 1970. As the *Growth Projections* chart indicates, the Hispanic population grew at the rate of 7.0 percent per year, faster than the other major subgroups and the total population of the SMSA. Hispanics already are by far the largest minority population in Albuquerque, and a continuation of their previous growth rate will lead to a

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Bernalillo Co.	334,490	79.7	9,795	2.3	11,289	2.7	3,559	0.8	154,620	36.8	419,700	92.3
Sandoval Co.	20,521	59.0	300	0.9	9,499	27.3	65	0.2	9,580	27.5	34,799	7.7
Totals	355,011	78.1	10,095	2.2	20,788	4.6	3,624	0.8	164,200	36.1	454,499	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B33.

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

projected population of 221,834 in 1985 and 279,468 in 1990. Similarly, the population of the SMSA is projected to increase to 554,489 in 1985 and 654,479 in 1990. For the reasons discussed below, the population and growth estimates of Hispanics in the SMSA may be undercounted by 4 percent.

The largest Hispanic group appears to be of "other Spanish origin,"* a classification claimed by 55.7 percent of all Hispanics in the SMSA. The widespread use of the other Spanish category in this SMSA derives from the traditional Hispanic population of New Mexico, which considers itself to be of Spanish, not Mexican, descent. However, it should be recognized that many of those preferring the "Spanish origin" category could otherwise be considered to be of Mexican ancestry. An additional 43.6 percent have specifically identified themselves as of Mexican origin while 0.5 percent are Puerto Rican.

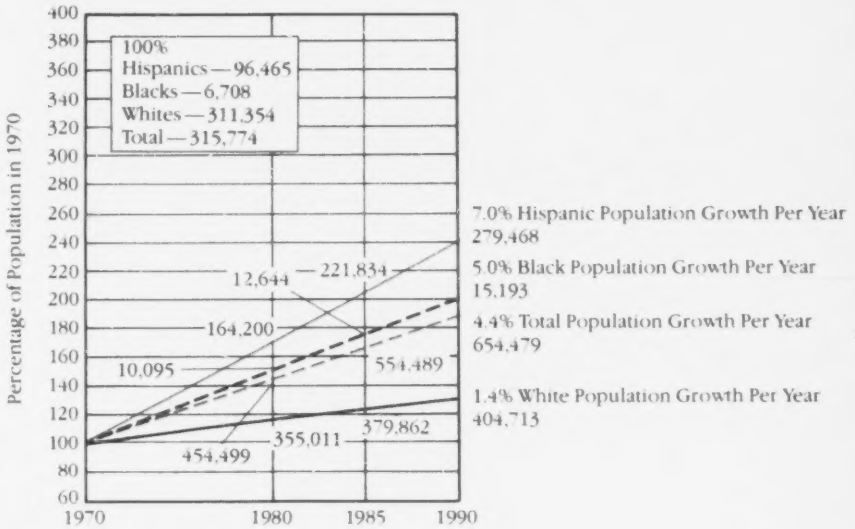
The Hispanics of the Albuquerque SMSA were reported by the Census to be mostly concentrated within the White racial group (61.5 percent); 0.3 percent and 38.2 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

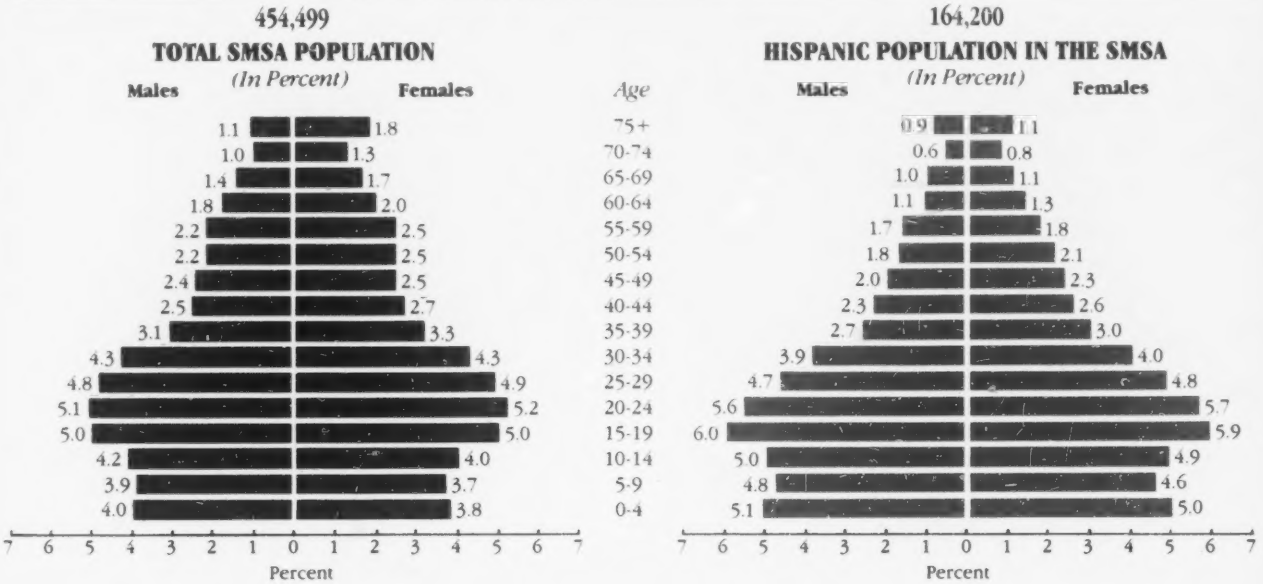
Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B35 (New Mexico). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B33 (New Mexico).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

The total population in the Albuquerque SMSA consists of 222,169 males (48.9 percent) and 232,330 females (51.1 percent), whereas the Hispanic population consists of 80,460 males (49.0 percent) and 83,740 females (51.0 percent). Thus, a simple sex distribution shows no significant differences between Hispanics and the total population. For each of the age categories from 0 to 24, identified below, Hispanics show a greater concentration than the total population. For each of the remaining categories (25 years and older), the total SMSA population reflects relatively higher concentrations. This characteristic also holds for comparison of the male and female classifications. Thus, the Hispanic population is relatively much younger than the overall population. Fully 52.6 percent of all Hispanics are under the age of 25, while only 43.9 percent of the total population is under 25. The relative youthfulness of the Hispanic population is both cause and effect of the higher growth rate for this population subgroup. It also suggests that Hispanics will become an increasingly important population subgroup in the Albuquerque SMSA.

INCOME

Census estimates for 1979 showed Hispanic income to be lower than White income, but also showed Albuquerque's Hispanics faring better economically than Blacks or the American Indian, Eskimo, and Aleut population of the area. Mean and median family incomes for Hispanics were $17,188 and $15,121 respectively, compared to $21,989 and $19,033 for the total population. While having mean and median family incomes lower than those of the total population, relatively few Hispanics were found to be below the poverty level in 1979. In percentage terms, fewer Hispanics were below the poverty level than were Blacks, American Indians, Eskimos and Aleuts, and Asians and Pacific Islanders. Some 18.6 percent of all Hispanics were below the poverty level compared to 13.6 percent of the total population.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$23,357	$20,341	10.9%
Blacks	$16,484	$13,951	23.4%
American Indians, Eskimos, and Aleuts	$14,984	$12,644	31.3%
Asians and Pacific Islanders	$19,084	$16,406	29.2%
Hispanics	$17,188	$15,121	18.6%
Total Population	$21,989	$19,033	13.6%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-33 (New Mexico).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanic educational attainment lags behind that of the total Albuquerque SMSA population and other population subgroups. Hispanics have the highest percentage of individuals who have completed only elementary school (24.8 percent). This compares to 12.3 percent of the total population having completed only elementary school. Some 56.7 percent of all Hispanics have completed high school, compared to 79.0 percent for Whites, 70.9 percent for Blacks, and 75.8 percent for the total population. Fewer Hispanics than other population groups in the SMSA have completed four or more years of college. 8.3 percent of Hispanics have completed at least four years compared to 24.5 percent of Whites, 14.5 percent of Blacks, 10.3 percent of American Indians, and 22.3 percent of the total population.

Years of School Completed (For Those 25 and Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	21,572	10.1	540	11.8	1,745	20.2	367	16.2	19,355	24.8	31,466	12.3
1-3 Yrs. High School	23,262	10.8	788	17.3	1,285	14.9	267	11.8	14,443	18.5	30,399	11.9
4 Yrs High School	72,613	33.8	1,484	32.5	3,010	34.9	623	27.5	28,592	36.5	86,740	33.9
1-3 Yrs. College	44,450	20.7	1,088	23.9	1,698	19.7	319	14.1	9,475	12.1	50,413	19.7
4 or More Yrs. College	52,660	24.5	660	14.5	886	10.3	689	30.4	6,475	8.3	56,809	22.2
Totals	214,557	99.9	4,560	100.0	8,624	100.0	2,265	100.0	78,140	100.0	255,827	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-33 (New Mexico).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In the Albuquerque SMSA in 1980, 25.8 percent or 108,059 of those 5 years of age or older spoke Spanish at home. Of those speaking Spanish at home, 98,661 spoke English well and 9,398 spoke English not well or not at all. As might be expected, after English, Spanish is the dominant language with only a small percentage (5.7 percent) of the population speaking a language other than English or Spanish at home. For the two age groups shown below, those 5-17 show a lower propensity (20.3 percent) to speak Spanish at home than those 18 and over (27.5 percent).

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**72,804**	**74.2**	**214,510**	**66.8**	**287,314**	**68.5**
Speak Spanish at Home	19,908	20.3	88,151	27.5	108,059	25.8
Speak English Well or Very Well	17,540	17.9	81,121	25.3	98,661	23.5
Speak English Not Well or Not at All	2,368	2.4	7,030	2.2	9,398	2.2
Speak Other Language at Home	**5,373**	**5.5**	**18,421**	**5.7**	**23,794**	**5.7**
Totals	**98,085**	**100.0**	**321,082**	**100.0**	**419,167**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-33 (New Mexico).

THE ALBUQUERQUE ADI

The Albuquerque Area of Dominant Influence (ADI) consists of the 28 counties shown below and has a total population of 996,167, of which 368,091 or 37.0 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Apache AZ	52,108	1,985
Archuleta CO	3,664	1,145
Conejos CO	7,794	4,772
Costilla CO	3,071	2,380
La Plata CO	27,424	3,072
Mineral CO	804	38
Montezuma CO	16,510	1,352
Rio Grande CO	10,511	3,886
Saguache CO	3,935	1,022
Bernalillo NM	419,700	154,020
Colfax NM	13,667	6,481
Grant NM	26,204	13,452
Guadalupe NM	4,496	3,716
Harding NM	1,090	483
Lincoln NM	10,997	2,927
Los Alamos NM	17,599	2,022
McKinley NM	56,449	7,038
Mora NM	4,205	3,640
Otero NM	44,665	9,715
Rio Arriba NM	29,282	21,786
Sandoval NM	34,799	9,580
Santa Fe NM	22,751	18,524
San Miguel NM	75,360	41,865
Sierra NM	8,454	2,142
Socorro NM	12,566	5,875
Taos NM	19,456	15,442
Torrance NM	7,491	3,076
Valencia NM	61,115	26,861
Totals 28 Counties	996,167	368,091

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Reports PC80-1-B33 (New Mexico), PC80-1-B7 (Colorado), and PC80-1-B4 (Arizona).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Albuquerque was better than average, despite the lack of a full address list, due to the impressive growth of the 1970s. Fortunately, Albuquerque's growth has followed conventional patterns. Thus, new housing and the dramatic increase in mobile housing are sufficiently regulated to allow for their identification and eventual coverage.

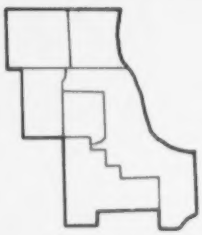
There were only a few problems which affected the Census enumeration. The first was the enumeration of American Indians, some of whom were omitted from the Census because they declared a reservation as their usual place of residence when in fact they reside in Albuquerque. The second problem was one of misclassification. Hispanic origin persons in New Mexico often utilize the term "Hispano" as the preferred ethnic label. There were some indications that some Hispanos who were enumerated failed to classify themselves as Spanish/Hispanic persons since the Hispano label was not provided.

A less significant problem arose from the difficulties of total coverage in the rural areas of Bernalillo County. These outlying areas are characterized by mountainous terrain which, under the best of circumstances, can be covered thoroughly only by a knowledgeable person using a four-wheel drive vehicle. Unfortunately, only a couple of such individuals were employed as Census enumerators.

Probable undercount of Hispanics in Albuquerque: 4 percent.

CHICAGO

THE CHICAGO, ILLINOIS SMSA*



The Chicago SMSA consists of Cook, Du Page, Kane, Lake, McHenry, and Will Counties. In 1980 the total SMSA population was 7,103,624. Hispanics totaled 580,609 or 8.2 percent. The Chicago ADI, defined below, is the fourth largest U.S. Hispanic market, with a total of 640,245 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE CHICAGO SMSA

Chicago is the most important regional center in the Midwestern United States and has offered employment opportunities to Hispanics since the early 1900s. Hispanics were initially attracted to Chicago by the employment available in the agricultural areas of the region, or were brought to the area as laborers to work in railroad construction. The number of Hispanics grew significantly during the period surrounding World War II when Chicago became a major industrial and manufacturing center. Jobs were plentiful at the time and Hispanics from throughout the Southwest and Northwest migrated to the area along with Blacks from the South. Industrial employment for Hispanics in the mid-1900s provided greater stability and higher wages. Many of Chicago's Hispanics probably experienced unionization on a wide scale for the first time.

Like previous migrants before them, Hispanics moved into South Chicago and established their own ethnic boundaries. Soon the mostly Mexican-origin population saw other Hispanic enclaves emerge—the Puerto Ricans on the Westside and Cubans and other Latin Americans on the Northside. Over time, however, the once hard ethnic boundaries have weakened and Chicago's Hispanics have suburbanized and become increasingly dispersed.

Socioeconomic indicators reveal that Chicago has both a large Hispanic middle income group, dating back to the early 1900s, and a lower income group of recent immigrants. The middle income group is composed of many of those who arrived during the era of growth and expansion in the industrial occupations and were able to take advantage of relatively higher wage rates. The lower income group is largely composed of those who came seeking employment during the more recent era of decline and industrial restructuring. This latter group has found fewer job opportunities.

Chicago has provided opportunities for many Hispanics in the past, and if the industrial base of the area proves to be as resilient as it has been during previous periods of economic recession, it may continue to promote a new generation of Hispanics into the middle and upper income groups.

HISPANIC POPULATION AND GROWTH

The '70s were a period of tremendous growth for the Hispanic population in Chicago. The attraction of industry and construction drew Hispanics from the Southwest as well as other Midwestern States. Continued growth at these same

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Cook Co.	3,511,803	66.8	1,346,464	25.6	8,214	0.2	111,602	2.1	499,522	9.5	5,253,655	74.0
DuPage Co.	624,728	94.8	7,809	1.2	545	0.1	18,666	2.8	17,302	2.6	658,835	9.3
Kane Co.	250,872	90.1	13,724	4.9	460	0.2	1,694	0.6	26,118	9.4	278,405	3.9
Lake Co.	394,978	89.7	28,241	6.4	860	0.2	6,020	1.4	21,064	4.8	440,372	6.2
McHenry Co	145,769	98.6	108	0.1	145	0.1	551	0.4	3,025	2.0	147,897	2.1
Will Co.	282,078	86.9	31,480	9.7	484	0.1	2,816	0.9	13,778	4.2	324,460	4.6
Totals	5,210,228	73.3	1,427,826	20.1	10,708	0.2	141,349	2.0	580,609	8.2	7,103,624	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B15 (Illinois).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

levels depends largely on the economic circumstances in the Midwest. If the industrial base recovers, the increase among Hispanics will continue unabated.

As seen in the *SMSA Population* chart, the Chicago SMSA consists of six counties. Within this area, Hispanics are the second largest minority population. While Blacks constitute 20.1 percent of the total SMSA population, Hispanics represent 8.2 percent or 580,609 of the total. The Hispanic population is highly concentrated within Cook County.

As the *Growth Projections* chart indicates, Hispanics are by far the fastest growing segment of the population in Chicago. The number of Hispanics nearly doubled (a 79 percent increase) from 1970 to 1980. This compares to only small increases in the Black and total populations and an actual decline in the White population for the same period. Assuming a continuation of the 1970-1980 growth rate, the Hispanic population in 1985 and 1990 is projected to be 810,186 and 1,039,763 respectively. As noted below, the estimates of Hispanic population and growth may be undercounted by 12 percent.

The Hispanic population of the Chicago SMSA is primarily of Mexican ancestry (63.6 percent). A significant portion is also Puerto Rican (21.8 percent), and 11.6 and 3.1 percent are of other Spanish* and Cuban ancestry, respectively.

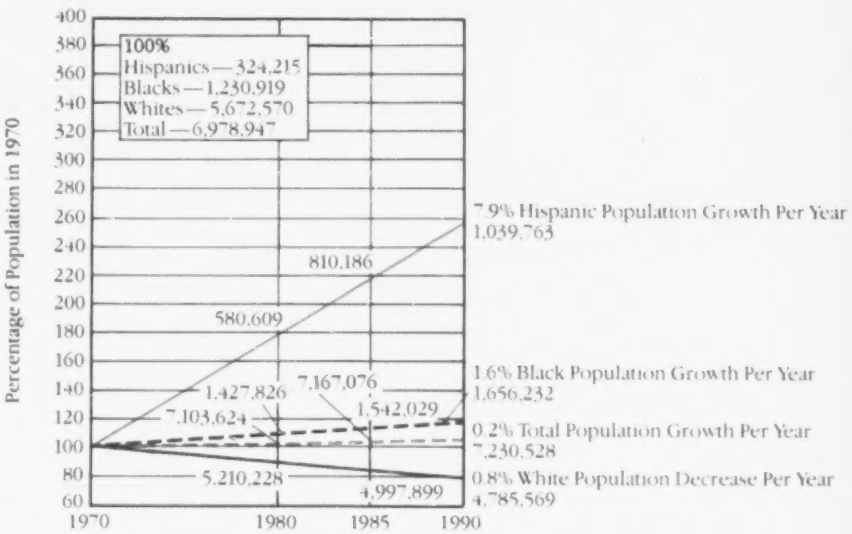
The Hispanics of the Chicago SMSA were reported by the Census to be mostly concentrated within the White racial group (49.6 percent); 2.0 percent and 48.4 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.

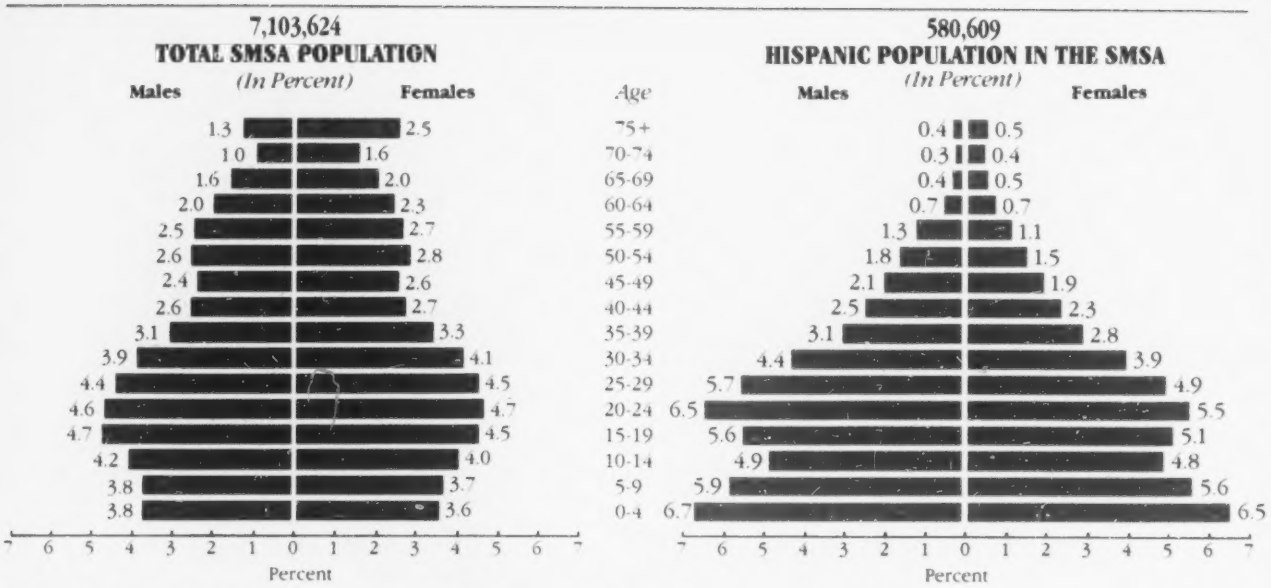


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B15 (Illinois). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

As may be seen by the narrow top and broad bottom of the age pyramids, the Hispanic population of Chicago is a relatively youthful segment of the total population; 76 percent of all Hispanics are under 35, compared to 58.5 percent of the total population. Only 9.6 percent of all Hispanics are 50 or older, compared to 24.9 percent of the total population.

The youthfulness of the Hispanic population will continue to fuel its rapid growth. Migration of young working adults (20-24) to the area has already added to this growth and the increased fertility of the population.



Source: CTI projections based on data acquired from U.S. Census Report PC80-1-B15 (Illinois).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income for Hispanics in Chicago is relatively high; it is higher than the national income for Hispanics. This increased income is due in large part to the heavily unionized labor force of the Midwest, where wage rates are higher for blue collar workers. While behind Whites and the total population, Hispanics fare better economically than Blacks in the area. The mean and median family incomes for Chicago's Hispanics were $18,185 and $16,551 respectively, compared to $16,387 and $12,716 for the Black population. The Census found 19.5 percent of Hispanics to be below the poverty level in 1979, compared to 34.5 percent of the Black population.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$29,242	$25,644	5.7%
Blacks	$16,387	$12,716	34.5%
American Indians, Eskimos, and Aleuts	$20,751	$17,749	22.2%
Asians and Pacific Islanders	$25,104	$22,704	16.5%
Hispanics	$18,185	$16,551	19.5%
Total Population	$26,230	$22,898	12.6%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-15 (Illinois).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Years of School Completed (For Those 25 and Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	498,644	15.4	151,991	21.6	1,264	20.1	9,070	10.0	120,406	48.0	723,377	17.4
1-3 Yrs. High School	441,926	13.6	162,616	23.1	1,221	19.4	5,588	6.2	41,008	16.3	629,302	15.1
4 Yrs. High School	1,106,732	34.1	208,569	29.6	2,070	33.0	14,441	16.0	50,487	20.1	1,352,155	32.5
1-3 Yrs. College	540,234	16.6	122,207	17.3	1,067	17.0	14,713	16.3	23,245	9.3	687,052	16.5
4 or More Yrs. College	659,745	20.3	58,982	8.4	659	10.5	46,442	51.4	15,672	6.2	770,805	18.5
Totals	3,247,281	100.0	704,365	100.0	6,281	100.0	90,254	99.9	250,818	99.9	4,162,691	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-15 (Illinois).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

The educational level of Hispanics is bimodal. A large proportion of Hispanics has little education and a relatively large proportion of Hispanics has some college. The latter may be due to selective migration of educated Hispanics seeking to take advantage of the job opportunities offered by the Chicago metropolitan area. The lesser-educated segment reflects the presence of many former migrant workers in the labor force, who have moved into the manufacturing sector in search of better-paying jobs which are less seasonal in nature.

THE USE OF SPANISH LANGUAGE

The majority of Chicago's Hispanics speak Spanish and most are bilingual. In the area there are 458,728 individuals who speak Spanish at home. Of these, 137,810 speak little or no English.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**1,301,564**	**86.1**	**4,191,321**	**82.7**	**5,492,885**	**83.5**
Speak Spanish at Home	130,702	8.6	328,026	6.5	458,728	7.0
Speak English Well or Very Well	100,817	7.1	214,101	4.2	320,918	4.9
Speak English Not Well or Not at All	29,885	1.6	113,925	2.2	137,810	2.1
Speak Other Language at Home	**80,160**	**5.3**	**548,961**	**10.8**	**629,121**	**9.6**
Totals	**1,512,426**	**100.0**	**5,068,308**	**100.0**	**6,580,734**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-15 (Illinois).

THE CHICAGO ADI

The Chicago Area of Dominant Influence (ADI) consists of the 19 counties shown below and has a total population of 8,450,880, of which 640,245 or 7.6 percent are Hispanic.

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985; Storer Communications. Population from U.S. Census Reports PC80-1-B15 (Illinois), PC80-1-B16 (Indiana) and PC80-1-B51 (Wisconsin).

ADI Counties	Total Population	Hispanic Population
Cook IL	5,253,655	499,522
De Kalb IL	74,624	1,405
Du Page IL	658,835	17,502
Grundy IL	30,582	511
Iroquois IL	32,976	429
Kane IL	278,405	20,118
Kankakee IL	102,926	1,252
Kendall IL	37,202	1,124
Lake IL	440,372	21,004
La Salle IL	112,033	2,516
Livingston IL	41,381	621
McHenry IL	147,897	5,025
Will IL	324,460	15,778
Jasper IN	26,158	278
Lake IN	522,965	45,932
La Porte IN	108,652	1,191
Newton IN	14,844	115
Porter IN	119,816	2,689
Kenosha IN	125,157	5,578
Total 19 Counties	8,450,880	640,245

ACCURACY OF THE LOCAL CENSUS

The Census enumeration effort in Chicago was marked by controversy. Soon after Census Day, a legal services agency asked the Census Bureau for a meeting because of their concern regarding the Chicago office. After charges and counter-charges, the Census Bureau was sued amid a great deal of publicity. The Census Bureau responded by noting that the suit was premature, since the Census follow-up procedures which would eventually count the uncounted had not yet been fully implemented. The Hispanic community developed an adversarial approach to the Census, demanding special procedures to count Hispanics. The Census Bureau did attempt to provide additional Hispanic enumerators, but the procedures which were standard throughout the nation were not modified.

Chicago is a unique city, particularly in regard to ethnic boundaries. Unfortunately, the Census office districts did not conform in any way to these natural boundaries. As a result, Census staff which was totally effective in one section of that district was ineffective in another. The Census effort would have been more effective if it had been able to take advantage of these ethnic boundaries and used ethnic staff in each.

The Chicago district office also lacked sufficient Hispanic staff at the managerial level and thus was unable to provide a visible Hispanic spokesperson with decision-making powers. The significance of these issues is great when one considers the diverse Hispanic community of Chicago, consisting of long-term residents, settled-out migrants, recent arrivals from within this country and outside the United States, and undocumented immigrants. These various populations require the best of circumstances for an effective enumeration. Unfortunately, this was not the case in Chicago.

Probable undercount of Hispanics: 12 percent.

CORPUS CHRISTI

THE CORPUS CHRISTI, TEXAS SMSA*

The Corpus Christi SMSA consists of Nueces and San Patricio Counties. In 1980 the total SMSA population was 326,228. Hispanics totaled 158,119, or 48.5 percent. The Corpus Christi ADI, defined below, is the 16th largest U.S. Hispanic market, with a total of 229,435 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE CORPUS CHRISTI SMSA

Corpus Christi is nestled on a natural bay overlooking the waters of the Gulf of Mexico, and until recently was a medium-sized town. Recent growth has made Corpus Christi a regional center with a diversified economy.

Its first growth spurt occurred during the World War II era when the local army and naval bases were expanded to meet military manpower needs as well as serve as a supply depot. Thereafter, Corpus Christi continued to evolve into a major regional center despite the eventual decline in the funding and staffing of the bases. It was also during this period that Hispanics became more visible. While a small population of Hispanics always had lived in Corpus Christi, it was not unusual for Hispanic workers to commute to Corpus Christi from Bay City, Victoria, and other smaller cities where the Hispanic presence was generally greater and more visible. The war years represented a time when Corpus Christi became the place of residence of numerous Hispanic families.

The second growth spurt occurred in the late 1950s to 1960s when the petrochemical industry made a large scale investment in the harbor area. This investment created a need for thousands of construction workers, industry employees, and auxiliary workers related to transportation, warehousing, and shipping.

The petrochemical and refining industries continue to provide a significant base for the economic growth of the area. However, the late 1970s saw still another increase in growth due to the construction of condominium housing, resort hotels and other tourist-oriented services. With this new construction has come a seasonal influx of tourists wishing to take advantage of warm weather and miles of beaches.

Generally, Hispanics established residences on the northern side of the city, in the low-lying areas south of the harbor, and in the smaller towns in close proximity to Corpus Christi. The barrio area of Corpus Christi is unlike others in Texas for it has been almost totally rebuilt following hurricane flooding. Thus, the barrio has a rather new and recently developed appearance. The naval and army bases provided steady employment for many civilian workers who slowly evolved into a strong middle class. Hispanic lawyers, physicians, businessmen, etc., have played significant roles in the area's recent development. Overall, Corpus Christi's Hispanic population includes a rather large, established middle class and a smaller number of poor and underemployed workers.

The proximity of Houston, a major metropolitan center undergoing its "boom years," has influenced some Corpus Christi youth to leave the area. However, job expansion in Corpus Christi, while slower than before, continues its upward pattern and should offer employment for younger workers.

For some, Corpus Christi may seem out of the social and economic mainstream compared to other booming Sunbelt and Texas cities. However, the area's Hispanics are able to benefit from living in a city where their group has slowly evolved into a powerful economic and political force. In this way, Corpus Christi is ahead of many other major U.S. Hispanic markets.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Nueces Co.	218,355	81.4	12,338	4.6	734	0.3	1,318	0.5	131,247	48.9	268,215	82.2
San Patricio Co.	48,770	84.1	866	1.5	133	0.2	122	0.2	26,872	46.3	58,013	17.8
Totals	267,125	81.9	13,204	4.0	867	0.3	1,440	0.4	158,119	48.5	326,228	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

According to 1980 figures, Hispanics represent the largest population group in the Corpus Christi SMSA. Larger than the non-Hispanic White population or the other racial groups, Hispanics constituted 48.5 percent or 158,119 of the total 1980 SMSA population of 326,228. The *Growth Projections* chart documents a 43 percent growth of the Hispanic subgroup between 1970 and 1980. Assuming a continuation of this growth rate, the Hispanic population is projected to be 191,938 in 1985 and 225,756 in 1990. However, it should be recognized that these estimates may be undercounted by as much as 7 percent for the reasons discussed below.

The Hispanic population of the Corpus Christi SMSA is almost exclusively of Mexican ancestry (95.6 percent). Four percent of the area's Hispanic population consists of those of other Spanish ancestry.*

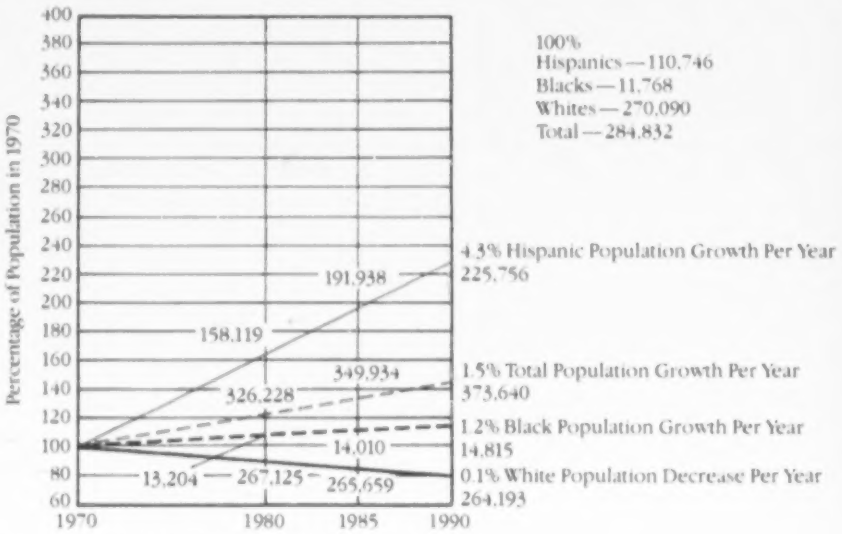
The Hispanics of the Corpus Christi SMSA were reported by the Census to be mostly concentrated within the White racial category (72.6 percent); 0.2 percent and 27.2 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B45 (Texas). Refer to the Technical Appendix for a discussion on how the above projections were developed.

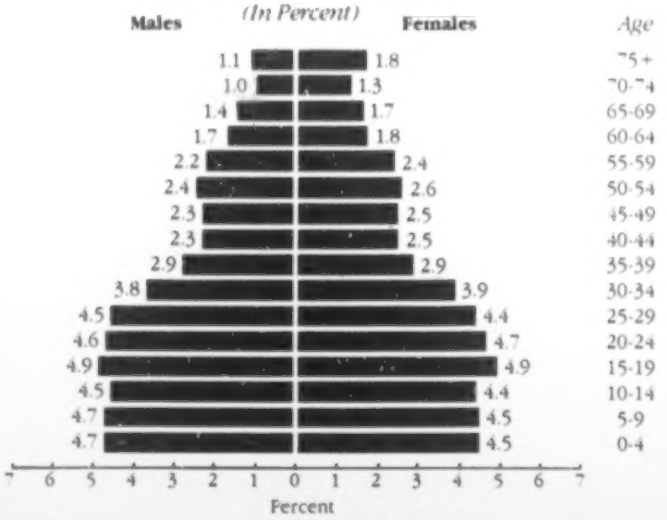
AGE AND SEX DISTRIBUTIONS

The age pyramids show the Hispanic population to be relatively younger than the total population. These age differences are even more significant because Hispanics comprise such a large portion of the total population. Using age 25 as a cut-off point, 54.6 percent of all Hispanics are under 25 while 45.5 percent are 25 or older. This compares to 46.4 percent under 25 and 53.4 percent 25 or older for the total population.

326,228

TOTAL SMSA POPULATION

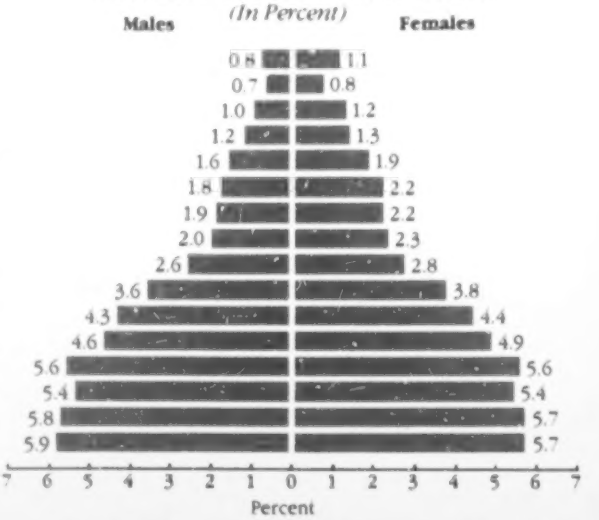
(In Percent)



158,119

HISPANIC POPULATION IN THE SMSA

(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Hispanic income in the Corpus Christi SMSA is lower than the national median for all families, yet equal to the national median for Hispanic families. As the *Income Chart* indicates, Hispanics were shown by the 1980 Census to have a mean family income of $16,330 and a median family income of $14,400. While faring better than Blacks, Hispanic families earn less than each of the other groups shown. Although the Hispanic median family income is lower than the median family income for all U.S. families, it is interesting to note that only the White and Asian and Pacific Islander populations of Corpus Christi are above this level. All other groups, including Hispanics and the total population, are below the national median. The mean and median family incomes for Hispanics are significantly reduced by the 25.3 percent of all Hispanics who had incomes below the poverty level.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$23,369	$20,001	15.3%
Blacks	$14,969	$12,605	29.4%
American Indians, Eskimos, and Aleuts	$17,558	$16,585	26.6%
Asians and Pacific Islanders	$32,346	$22,115	17.9%
Hispanics	$16,330	$14,400	25.3%
Total Population	$22,224	$18,997	17.1%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The Hispanic population of Corpus Christi lags behind all other groups in the area, including the total population, in educational attainment. Of all Hispanics in the SMSA, 49 percent have completed only elementary school. This compares to 26.9 percent of the total population, 24.1 percent of Whites, and 26.9 percent of Blacks. Further, only 14.9 percent of the SMSA's Hispanics have completed some college, compared to 32.5 percent of Whites, 30.4 percent of the total population, and 23.9 percent of Blacks.

The Hispanics of Corpus Christi also are behind the national averages for Hispanics and the total U.S. population regarding years of school completed. The 14.9 percent of Corpus Christi Hispanics who have completed some college compares to 19.4 percent of all Hispanics in the United States and 32.0 percent of the total U.S. population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	35,619	24.1	1,811	26.9	134	24.3	179	19.9	35,135	49.0	46,908	26.9
1-3 Yrs. High School	22,521	15.3	1,604	23.8	75	13.6	55	6.1	10,595	14.8	26,791	15.4
4 Yrs. High School	41,558	28.2	1,705	25.3	172	31.2	267	29.6	15,810	21.8	47,461	27.3
1-3 Yrs. College	25,391	17.2	1,130	16.8	97	17.6	167	18.5	7,881	10.5	28,775	16.5
4 or More Yrs. College	22,522	15.3	481	7.1	73	13.2	233	25.9	3,525	4.9	24,215	13.9
Totals	147,611	100.1	6,731	99.9	551	99.9	901	100.0	71,742	100.0	174,150	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Almost all Hispanics in Corpus Christi speak Spanish at home. However, the number of those who speak English well is very high, indicating a bilingual population. Although 43.6 percent of all persons 5 and older in the SMSA speak Spanish at home, only 7.1 percent or 20,970 of the 5 and over population speak limited English.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**40,282**	**50.8**	**121,556**	**56.1**	**161,838**	**54.7**
Speak Spanish at Home	38,443	48.4	90,778	41.9	129,221	43.6
Speak English Well or Very Well	34,428	43.4	73,823	34.1	108,251	36.6
Speak English Not Well or Not at All	4,015	5.1	16,955	7.8	20,970	7.1
Speak Other Language at Home	**638**	**0.8**	**4,345**	**2.0**	**4,983**	**1.7**
Totals	**79,363**	**100.0**	**216,679**	**100.0**	**296,042**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

THE CORPUS CHRISTI ADI

The Corpus Christi Area of Dominant Influence (ADI) consists of the 10 counties shown below and has a total population of 446,289, of which 229,435 or 51.4 perent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Aransas	14,260	2,722
Brooks	8,428	7,247
Duval	12,517	10,755
Jim Hogg	5,168	4,670
Jim Wells	36,498	24,519
Kenedy	543	450
Kleberg	33,358	17,408
Nueces	268,215	151,247
Refugio	9,289	5,356
San Patricio	58,013	29,872
Totals 10 Counties	446,289	229,435

Source: ADI Definition—*Broadcasting Cablecasting Yearbook* 1985. Source: Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

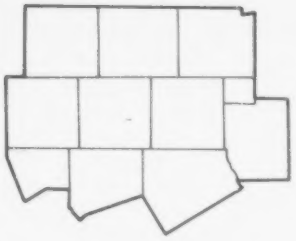
ACCURACY OF THE LOCAL CENSUS

The Census effort in Corpus Christi was fully supported by the community and was professionally staffed. Unfortunately, the enumeration effort was temporarily suspended when it was believed that a tropical storm would strike the area. At that point, fearing flooding of the Census office, all records and questionnaires were boxed and moved to San Antonio. The tropical storm did hit the area and caused considerable flooding in the low-lying and poorer areas of Corpus Christi. While none of the Census forms was affected by the storm, many of the minority enumerators, who had been trained and had done such a superb job of enumeration prior to the storm, never returned to work because their attention had to be given to cleaning out flooded homes, applying for emergency loans, etc., either for themselves or for relatives. This severe loss of enumerators surely affected the outcome, although their replacements were often just as capable. As would any natural disaster, the occurrence distracted the community from the enumeration. The Census effort in Corpus Christi, which had been moving toward excellence, as a result was only average. The Latino areas with the worst flooding were probably the least accurately enumerated, with the surrounding areas the next most affected.

Probable undercount of Hispanics: 7 percent.

DALLAS-FORT WORTH

THE DALLAS-FORT WORTH, TEXAS SMSA*



The Dallas-Fort Worth SMSA consists of Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties. In 1980 the total SMSA population was 2,974,805. Hispanics totaled 249,614, or 8.4 percent. The Dallas-Fort Worth ADI, defined below, is the 14th largest U.S. Hispanic market, with a total of 266,128 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE DALLAS-FORT WORTH SMSA

During the founding of both Dallas and Fort Worth, Hispanics were an almost insignificant population. The cities were located far from all other cities in Texas and served as railway points for the cattle industry in the case of Fort Worth and the cotton industry in the case of Dallas. It was the cotton industry and its demand for stoop labor which brought Blacks from East Texas and Hispanics from South Texas and Mexico into the region. Fort Worth served as a point where Hispanic cattle ranchers and vaqueros from the immense cattle ranches of South Texas came to ship their cattle. The growing stockyards and slaughter houses provided still other jobs for Hispanics. Thus, over time, the Hispanic presence steadily increased in these two cities, but under conditions of overt discrimination and job segregation.

In this century, Dallas began to outgrow its neighbor as its banking, insurance and real estate sectors grew significantly. This growth was accompanied by increased in-migration of Hispanics needed for the construction of expressways, skyscrapers, and residential suburbs for the growing population. Dallas is now a major metropolitan area with a diversified economic base. Higher levels of education and training have been required for many of the white-collar jobs—basic requirements not easily met by the less educated Hispanic population.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Collin Co.	133,760	92.5	6,260	4.3	452	0.3	1,032	0.7	7,186	5.0	144,576	4.9
Dallas Co.	1,153,892	74.1	287,541	18.5	6,487	0.4	15,034	1.0	154,561	9.9	1,556,390	52.3
Denton Co.	131,531	91.9	6,173	4.3	586	0.4	1,507	1.1	6,402	4.5	143,126	4.8
Ellis Co.	48,691	81.5	7,433	12.4	134	0.2	73	0.1	5,774	9.7	59,743	2.0
Hood Co.	17,426	98.4	18	0.1	61	0.3	36	0.2	475	2.7	17,714	0.6
Johnson Co.	64,201	94.9	1,923	2.8	129	0.2	133	0.2	2,771	4.1	67,649	2.3
Kaufman Co.	30,577	78.4	7,393	18.9	66	0.2	86	0.2	1,054	4.2	39,015	1.3
Parker Co.	43,006	96.4	393	0.9	154	0.3	113	0.3	1,355	3.0	44,609	1.5
Rockwall Co.	13,498	92.9	731	5.0	21	0.1	47	0.3	688	5.4	14,528	0.5
Tarrant Co.	711,965	82.7	101,183	11.8	3,050	0.4	6,465	0.8	67,052	7.9	860,880	28.9
Wise Co.	25,411	95.6	152	0.6	86	0.3	25	0.1	1,510	5.9	26,575	0.9
Totals	2,373,958	79.8	419,200	14.1	11,226	0.4	24,551	0.8	249,614	8.4	2,974,805	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The Hispanic population of the Dallas-Fort Worth SMSA is the second largest minority population (behind Blacks) and is highly concentrated in Dallas and Tarrant Counties. Among the Hispanics of the SMSA, 89.4 percent are Mexicans, 1.2 percent are Puerto Rican, 1.2 percent are Cuban, and 8.2 percent claim other Spanish ancestry.*

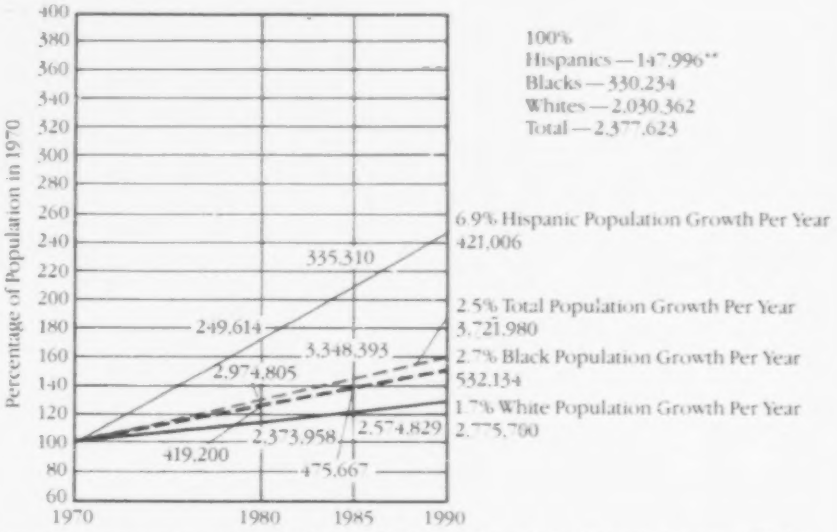
Hispanic population growth in the area is roughly triple the growth of the total population. Hispanics are increasing in number due to in-migrants seeking to take advantage of the economic opportunities of this high growth area of Texas. Many who arrived to work in its booming construction industry have remained to work in its enlarging service sector. Growing far more rapidly than any other population segment of the Dallas-Fort Worth SMSA, the Hispanic population is projected to reach 335,310 by 1985, and 421,006 by 1990. As discussed below, these estimates may be undercounted by as much as 2 percent.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.

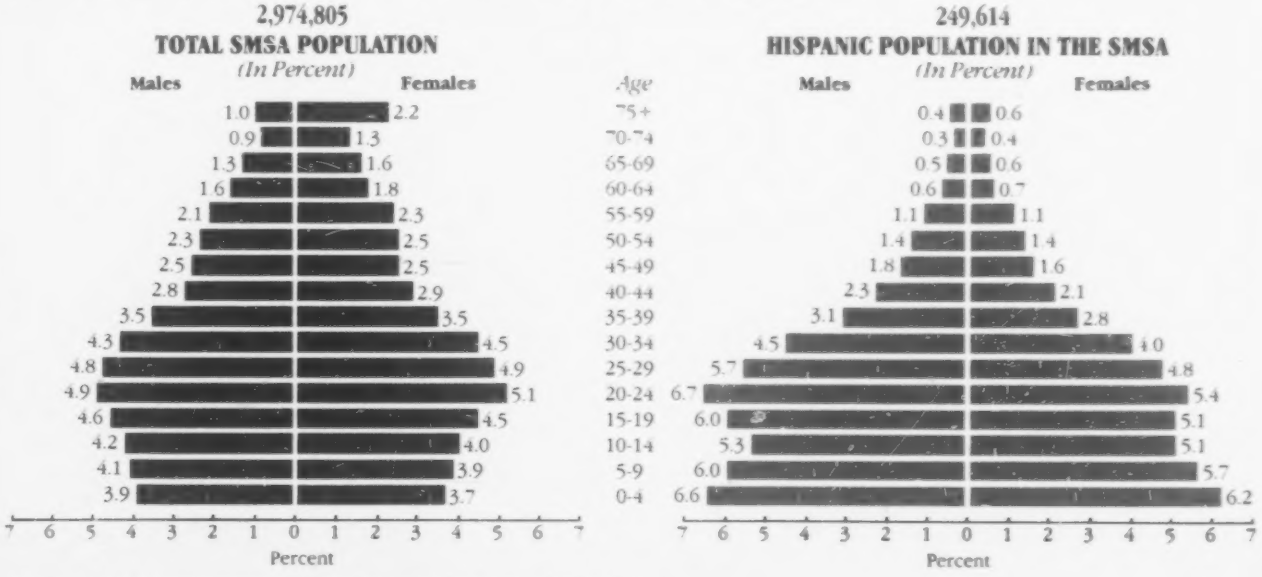


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B45 (Texas). Refer to the Technical Appendix for a discussion on how the above projections were developed.

**The definition of the SMSA changed between 1970 and 1980. This figure is an estimate of the 1970 Hispanic population obtained by aggregating estimates for each of the sub-areas included in the 1980 SMSA definition.

AGE AND SEX DISTRIBUTIONS

The Hispanic population of Dallas is youthful and growing, due in part to higher fertility. The increase in persons aged 20-24, shown in the population pyramid below, is indicative of the migration of working-age persons seeking employment opportunities. Comparing the population pyramids, it may be seen that the one for Hispanics has a much broader base and a narrower top. This shows a much higher concentration of Hispanics in the younger age categories. Specifically, 68.6 percent of the SMSA's Hispanics are under 30, while 52.6 percent of the total population is under 30.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The median family income level of Hispanics in Dallas-Fort Worth is slightly above the national average. This higher income level reflects the higher wages of the construction industry, in which many Hispanics work, and the relatively higher wages of the service industries, which also employ many Hispanics. While better off in the Dallas-Fort Worth SMSA than nationally, locally Hispanics are still behind the total population and all other major subgroups of the area, with the exception of Blacks.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$27,959	$23,602	6.4%
Blacks	$15,500	$13,675	25.1%
American Indians, Eskimos, and Aleuts	$21,872	$20,169	12.1%
Asians and Pacific Islanders	$30,480	$23,574	19.3%
Hispanics	$17,445	$15,754	20.1%
Total Population	$25,914	$21,869	10.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Sixty percent of Hispanics in Dallas-Fort Worth have less than a high school education, yet almost 20 percent have completed some college. While it can be assumed that many better-educated Hispanics have moved to Dallas for employment reasons, the overall educational distribution is toward the lower end. This is verified by comparing the figures shown below for the Hispanic population with figures for the other population subgroups. Hispanics lag behind all other groups in the SMSA in terms of educational attainment.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	161,012	11.5	40,795	20.3	1,198	15.5	1,810	11.4	48,595	46.0	233,478	13.7
1-3 Yrs. High School	221,461	15.6	44,433	22.1	1,335	17.3	1,396	8.8	15,520	14.8	277,076	16.3
4 Yrs. High School	432,456	30.4	65,568	32.7	2,678	34.6	3,401	21.5	21,527	20.5	514,291	30.2
1-3 Yrs. College	290,552	20.4	31,953	15.9	1,602	20.7	2,727	17.2	11,475	10.9	331,581	19.5
4 or More Yrs. College	316,043	22.2	17,895	8.9	920	11.9	6,502	41.1	7,020	7.8	343,995	20.2
Totals	1,421,524	99.9	200,644	99.9	7,733	100.0	15,836	100.0	105,085	100.1	1,700,421	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

As with other Southwestern cities which are located away from the United States-Mexico border, most Hispanics speak Spanish at home, but the overwhelming majority are bilingual and speak English well or very well. This is to be expected, given the job market and the English-dominant culture of the area. There is, however, a core of 43,052 individuals who speak only Spanish fluently. Most of these are concentrated in the 18-and-over age group, consistent with the greater degree of bilingualism commonly found in the younger population.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**576,533**	**89.6**	**1,904,806**	**90.5**	**2,481,339**	**90.3**
Speak Spanish at Home	55,271	8.6	145,330	6.9	200,601	7.3
Speak English Well or Very Well	46,165	7.2	111,384	5.3	157,549	5.7
Speak English Not Well or Not at All	9,106	1.4	33,946	1.6	43,052	1.6
Speak Other Language at Home	**11,548**	**1.8**	**53,566**	**2.5**	**65,114**	**2.4**
Totals	**643,352**	**100.0**	**2,103,702**	**100.0**	**2,747,054**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

THE DALLAS-FORT WORTH ADI

The Dallas-Fort Worth Area of Dominant Influence (ADI) consists of the 35 counties shown below and has a total population of 3,581,350, of which 266,128 or 7.4 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Love OK	7,469	90
Anderson TX	38,381	1,796
Bosque TX	13,401	701
Collin TX	144,576	7,180
Comanche TX	12,617	1,343
Cooke TX	27,656	559
Dallas TX	1,556,390	154,561
Delta TX	4,839	20
Denton TX	143,126	6,402
Ellis TX	59,743	5,774
Erath TX	22,560	920
Fannin TX	24,285	324
Freestone TX	14,830	301
Grayson TX	89,796	3,349
Hamilton TX	8,297	177
Henderson TX	42,606	619
Hill TX	25,024	1,414
Hood TX	17,714	675
Hopkins TX	25,247	897
Hunt TX	55,248	1,521
Jack TX	7,408	97
Johnson TX	67,649	2,751
Kaufman TX	39,015	1,654
Lamar TX	42,156	579
Limestone TX	20,224	696
Navarro TX	35,323	1,402
Palo Pinto TX	24,062	1,365
Parker TX	44,609	1,355
Rains TX	4,839	58
Rockwall TX	14,528	488
Somervell TX	4,154	287
Tarrant TX	860,880	67,652
Van Zandt TX	31,426	558
Wise TX	26,575	1,510
Wood TX	24,697	283
Totals:		
35 Counties	3,581,350	266,128

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985, Storer Communications. Population from U.S. Census Reports PC80-1-B45 (Texas) and PC80-1-B38 (Oklahoma).

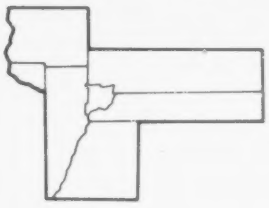
ACCURACY OF THE LOCAL CENSUS

Dallas-Fort Worth had a better than average Census enumeration effort. As the site of the Census regional office, the preparatory phases of the Census (e.g., promotion, local cooperation, etc.) were excellent. The Census staff was highly professional. The mail return was very good, and the follow-up enumeration procedures were undertaken without any major problems. While the number of bilingual enumerators was insufficient, all other aspects of the census were satisfactory.

Probable undercount of Hispanics in Dallas-Fort Worth: 2 percent.

DENVER

THE DENVER, COLORADO SMSA*



The Denver SMSA consists of Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties. In 1980 the total SMSA population was 1,620,902. Hispanics totaled 173,177, or 10.7 percent. The Denver ADI, defined below, is the 17th largest U.S. Hispanic market, with a total of 228,756 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition

SOCIOECONOMIC STATUS OF HISPANICS IN THE DENVER SMSA

Hispanics in Denver are an often over-looked population. Hispanics have been in the Denver area and other parts of Southern Colorado since the days of the Spanish explorers. Denver's Hispanics were heavily influenced by the mining and lumber industries that dominated the area until this century. There were always jobs available for Hispanics who were willing to work in isolated areas. Hispanics were the majority of the work force for these industries for decades.

Denver evolved into a major regional city—a hub serving the surrounding agribusiness, cattle, and tourist industries—as these sectors grew in importance and contribution to the state's economy. Now, as a major metropolitan area, most of the larger national enterprises have regional offices or subsidiaries in Denver. The Hispanic population of Denver has grown and benefited greatly from the central role played by the city's regional position.

Hispanics have been able to find employment as a result of the expansion of the local economy and thus exhibit higher educational achievement, higher white-collar participation, and above average incomes. Many of the Hispanic migrant laborers who used to pass through Denver have established permanent residences to take advantage of employment in the construction, transportation, and service sectors. Until recently, unemployment never reached severe levels for Hispanics.

The original Hispanic barrio was located north of the original downtown business district. The construction of highways, expansion of the business district, and increased value of land in the central city have fragmented the concentration of Hispanics. The newer barrio areas are located to the southwest and northwest and in other dispersed suburban areas.

Due to the length of their time in the area, Denver Hispanics are well-organized politically. There are numerous examples of strong and well-established organizations for Hispanic business, church, and political action groups, among others. Hispanics in Denver have achieved socioeconomic advancements which continue to attract other Hispanics from the Midwest, California and other southwestern states.

HISPANIC POPULATION AND GROWTH

Hispanics are the largest minority population in the Denver SMSA. Most of its 173,777 Hispanics are concentrated in Adams and Denver Counties, two of the SMSA's seven counties. Blacks represent the second largest minority population, with a total of 77,779 in 1980.

The Hispanic population was easily

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Adams Co.	217,104	88.3	6,307	2.6	1,694	0.7	3,120	1.3	37,470	15.0	245,944	15.2
Arapahoe Co.	274,066	93.3	8,446	2.9	1,190	0.4	4,410	1.5	12,491	4.3	293,621	18.1
Boulder Co.	178,914	94.4	1,735	0.9	905	0.5	2,191	1.2	10,295	5.4	189,625	11.7
Denver Co.	368,068	74.8	59,252	12.0	3,856	0.8	7,025	1.4	92,548	18.8	492,365	30.4
Douglas Co.	24,672	98.1	93	0.4	83	0.3	103	0.4	609	2.4	25,153	1.6
Gilpin Co.	2,369	97.1	13	0.5	15	0.6	3	0.1	80	3.5	2,441	0.2
Jefferson Co.	356,966	96.0	1,933	0.5	1,443	0.4	3,631	1.0	19,470	5.2	371,753	22.9
Totals	1,422,159	87.7	77,779	4.8	9,186	0.6	20,483	1.3	173,777	10.7	1,620,902	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B7 (Colorado).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

the fastest growing group in the Denver SMSA from 1970 to 1980. For the period, the growth rate of the Hispanic population was more than double that of the total population. The Hispanic population grew from 103,032 to 173,773, an increase of 68 percent.

Should the 1970 to 1980 growth trends continue, the Hispanic population in the Denver SMSA will reach 233,429 in 1985, and 293,084 in 1990. The Black population is projected to reach 99,155 and 120,531 in 1985 and 1990, while the total population is projected to be 1,880,619 and 2,140,335 by these dates. As noted in the section on the accuracy of the local Census, the Hispanic population in the Denver SMSA may be undercounted by as much as 11 percent.

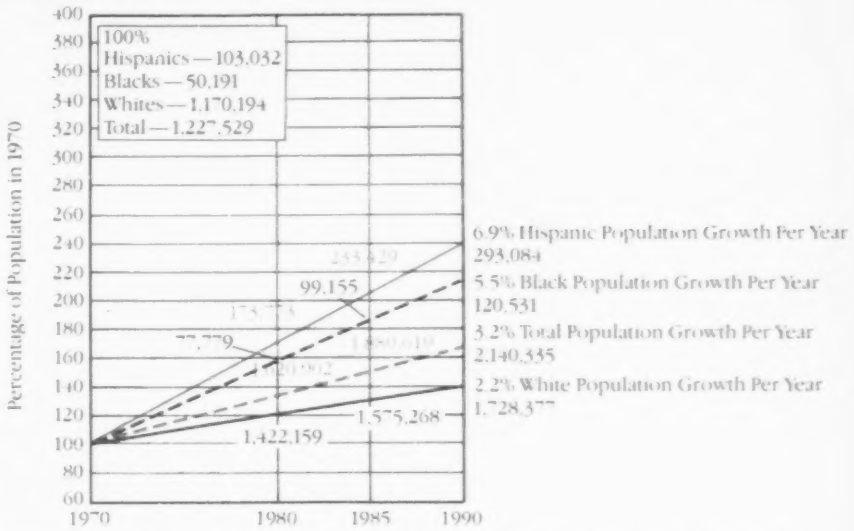
Most of the SMSA's Hispanic population is of Mexican ancestry (62.6 percent). Those of other Spanish* ancestry also represent a significant portion of the area's Hispanics (35.6 percent), while Puerto Ricans (1.2 percent) and those of Cuban ancestry (0.7 percent) are small groups.

The Hispanics of the Denver SMSA were reported by the Census to be mostly concentrated within the White racial group (51.6 percent): 0.7 percent and 47.7 percent were reported within the Black and "other races" categories respectively.

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

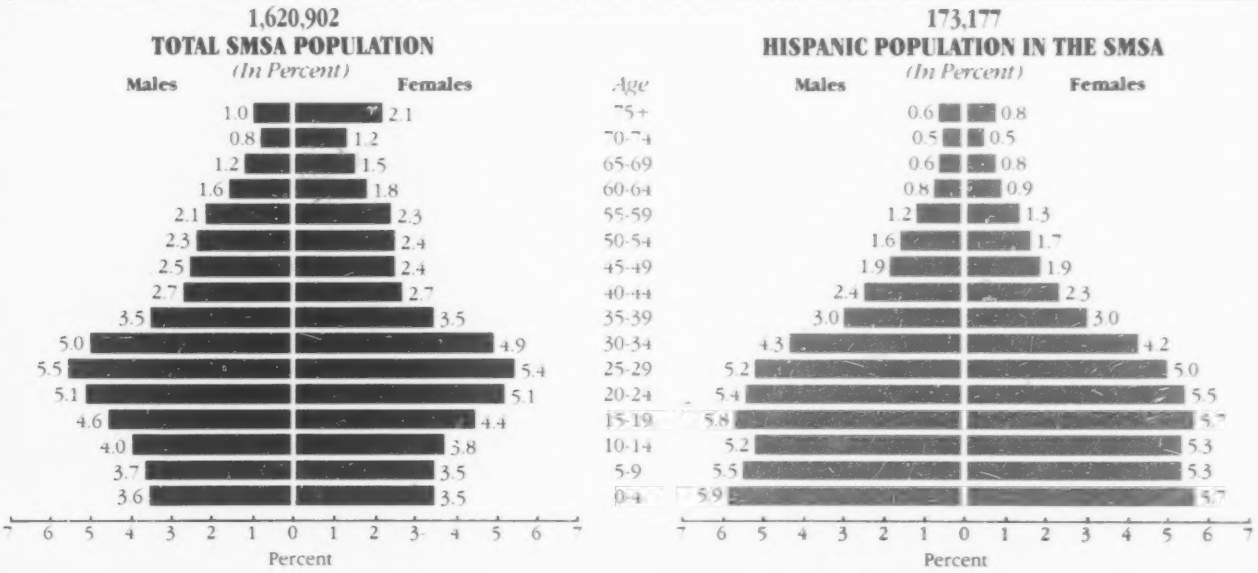
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — Supplementary Report, Persons of Spanish Ancestry; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B7 (Colorado). Refer to the Technical Appendix for a discussion on how the above projections were developed.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U.S. Census Report PHC80-1-B7 (Colorado).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

The Hispanic age pyramid reflects a youthful population and an in-migration of Hispanic working-age persons (15-24). The total SMSA population is obviously more adult, with decreasing fertility. Fully 55.3 percent of the Hispanics in the area are under 25, while only 41.3 percent of the total population is under 25. Thus, not only are Hispanics in Denver a relatively much younger population than the total SMSA population, they are also younger than the overall U.S. Hispanic population.

INCOME

The Denver economy has been relatively strong in recent years. The 1980 Census showed Whites, Blacks, Hispanics, and the total population of the Denver SMSA to be ahead of the national averages for their respective groups. Each group was shown to have higher mean and median family incomes and lower percentages of persons below the poverty level.

The mean income for Denver's Hispanics was $18,693 for 1979. Although ahead of the national average for Hispanics, this figure is still significantly below the mean income for the total population of Denver ($28,668) and the total U.S. population ($23,177).

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$29,793	$24,987	6.9%
Blacks	$20,674	$18,557	18.4%
American Indians, Eskimos, and Aleuts	$20,081	$18,720	20.3%
Asians and Pacific Islanders	$24,321	$22,741	16.1%
Hispanics	$18,693	$15,837	22.0%
Total Population	$28,668	$24,235	8.8%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-7 (Colorado)

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The educational status of Hispanics in Denver is relatively high. While one of every four has less than or the equivalent of only an elementary education, almost one of every four has at least some college education. These figures place Denver's Hispanics educationally ahead of those in many of the largest U.S. Hispanic markets as well as the national Hispanic population. The figures for highly educated Hispanics may be slightly biased by inclusion of those attending the University of Colorado at Boulder, which is the largest university in the state.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	64,962	7.6	4,084	10.4	581	10.9	1,722	13.7	19,698	25.1	80,246	8.4
1-3 Yrs. High School	81,368	9.5	6,323	16.1	779	14.6	1,092	9.9	17,681	22.7	97,253	10.2
4 Yrs. High School	291,166	33.8	13,253	33.8	1,795	33.6	3,837	25.8	22,958	29.4	318,952	33.6
1-3 Yrs. College	188,698	21.9	10,001	25.5	1,458	27.3	2,407	21.9	11,168	14.3	207,029	21.8
4 or More Yrs. College	234,048	27.2	5,580	14.2	726	13.6	3,917	26.6	6,585	8.4	246,493	25.9
Totals	860,242	100.0	39,241	100.0	5,339	100.0	12,975	99.9	77,987	99.9	949,973	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-7 (Colorado)

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Less than half the Hispanics speak Spanish at home, and among those that do, the vast majority speak English very well or well. Denver is one of the cities of the Southwest where use of Spanish is least prevalent, due to its isolation (in terms of distance) from other major Southwestern cities and the U.S.-Mexico border.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**305,742**	**92.7**	**1,051,385**	**89.5**	**1,357,127**	**90.2**
Speak Spanish at Home	14,546	4.4	68,388	5.8	82,934	5.5
Speak English Well or Very Well	12,338	3.7	63,200	5.4	75,538	5.0
Speak English Not Well or Not at All	2,208	0.7	5,188	0.4	7,396	0.5
Speak Other Language at Home	**9,497**	**2.9**	**54,254**	**4.6**	**63,751**	**4.2**
Totals	**329,785**	**100.0**	**1,174,027**	**99.9**	**1,503,812**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-7 (Colorado).

THE DENVER ADI

The Denver Area of Dominant Influence (ADI) consists of the 41 counties shown below and has a total population of 2,245,365, of which 228,756 or 10.2 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Adams CO	245,944	38,470
Alamosa CO	11,799	5,772
Arapahoe CO	293,621	12,491
Boulder CO	189,625	10,293
Chaffee CO	13,227	1,289
Clear Creek CO	7,508	266
Denver CO	492,365	92,548
Douglas CO	25,153	669
Eagle CO	13,320	849
Elbert CO	6,850	145
Garfield CO	22,514	955
Gilpin CO	2,441	80
Grand CO	7,475	255
Gunnison CO	10,689	530
Jackson CO	1,863	51
Jefferson CO	371,753	19,476
Kit Carson CO	7,599	350
Lake CO	8,830	2,083
Larimer CO	149,184	8,750
Logan CO	19,800	1,801
Moffat CO	13,133	909
Morgan CO	22,513	2,005
Park CO	5,333	128
Phillips CO	4,542	118
Pitkin CO	10,338	132
Prowers CO	13,070	2,558
Rio Blanco CO	6,255	180
Routt CO	13,404	361
Sedgwick CO	3,266	325
Summit CO	8,848	153
Teller CO	8,034	123
Washington CO	5,304	85
Weld CO	123,438	21,017
Yuma CO	9,682	240
Cheyenne NE	10,057	240
Dawes NE	9,609	150
Keith NE	9,364	305
Kimball NE	4,882	150
Albany WY	29,062	1,870
Carbon WY	21,896	2,466
Platte WY	11,975	573
Totals: 41 Counties	2,245,365	228,756

Source: ADI Definition—*Broadcasting Cablecasting Yearbook* 1985, Storer Communications. Population from U.S. Census Bureau Reports PC80-1-B7 (Colorado), PC80-1-B29 (Nebraska), and PC80-1-B52 (Wyoming).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Denver was less than adequate. Although enumeration began with appropriate preparation and the selection of well-trained managers and supervisors, turnover in the top position of the Census staff resulted in changes in focus after the first month of the effort. The many complaints regarding the Census were due, in part, to the combination of heightened interest created through a strong promotional effort and unmet expectations. The local congressional representative, who served on the Oversight Committee to the Census Bureau, also took an active role in providing an official channel for complaints going directly to the Washington office. Despite efforts to improve the situation, morale problems and dissension characterized Census efforts in Denver and led to an eventual law suit and claims of massive undercount. While the claims may have been exaggerated, the problems were real.

Probable undercount of Hispanics in Denver: 11 percent.

EL PASO

THE EL PASO, TEXAS SMSA*

The El Paso SMSA consists of El Paso County. In 1980 the total SMSA population was 479,899. Hispanics totaled 297,001, or 61.9 percent. The El Paso ADI, defined below, is the 10th largest U.S. Hispanic market, with a total of 357,043 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition

SOCIOECONOMIC STATUS OF HISPANICS IN THE EL PASO SMSA

El Paso is a bilingual city with a booming economy and a growing population. It is characterized by its geographic isolation, low density, proximity to the border, twin city status with Ciudad Juarez, and predominantly Hispanic population. The local U.S. military bases maintain a continuous flow of population to the area. El Paso has also become an important regional industrial center and magnet for retirees, having benefited from the "sunbelt" phenomenon.

El Paso's regional importance has improved the socioeconomic status of Hispanics. The Hispanic middle and upper income groups of El Paso are well established. The numbers of Hispanic professionals, managers, businesses, etc. are high for a city of its size. Additionally, Hispanics employed in the construction industry have experienced a lengthy period of growth and expansion. The growth of the industrial base and its need for skilled labor has also provided steady employment for Hispanics.

It is not surprising that El Paso is one of the most important Hispanic markets in the United States. What the figures and statistics for El Paso fail to point out is that Ciudad Juarez, on the other side of the border, is a city three times larger in population but poorer economically. Together, this twin city area represents a Hispanic market which would rank it in size only behind Los Angeles and New York. The Hispanic data for El Paso only begin to describe the actual market potential of the area. What the numbers are unable to describe is the social and economic interdependence between the two cities.

The Hispanic population of El Paso continues to absorb the influx of immigrants from Mexico as it has for decades. This continuous in-flow maintains the youthfulness of the Hispanic population and lowers aggregate income. The vast supply of available labor is also a factor in depressing wage scales. And residents in El Paso are able to stretch their dollars further through selective buying of goods across the border where prices tend to be lower.

Based on El Paso's past economic performance and projected growth for the area, El Paso will continue to have a booming economy and growing population. There appears to be no slowdown in the arrival of immigrants from Mexico with few skills and less education, who find bilingual El Paso an appropriate stepping stone on the route to learning English, understanding the U.S. system, and participating in the U.S. economy.

HISPANIC POPULATION AND GROWTH

Hispanics are the numerically dominant population group of the El Paso SMSA, comprising 61.9 percent of the total population (479,899) reported in 1980. The Hispanic population recorded a 63 percent increase from 1970 to 1980. As the *Growth Projections* chart shows, a continuation of this growth rate projects the 1985 and 1990 Hispanic populations to be 391,228 and 485,455 respectively. As noted below, these estimates may be undercounted by as much as 10 percent.

Between 1970 and 1980, Hispanics registered the highest total growth of any population subgroup, increasing by an estimated 115,296. The Black population, however, grew at a faster rate even though it is relatively small (18,151 in 1980). This growth in the small Black population is due to the

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
El Paso Co. Totals:	281,031	58.6	18,151	3.8	1,515	0.3	4,053	0.8	297,001	61.9	479,899	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

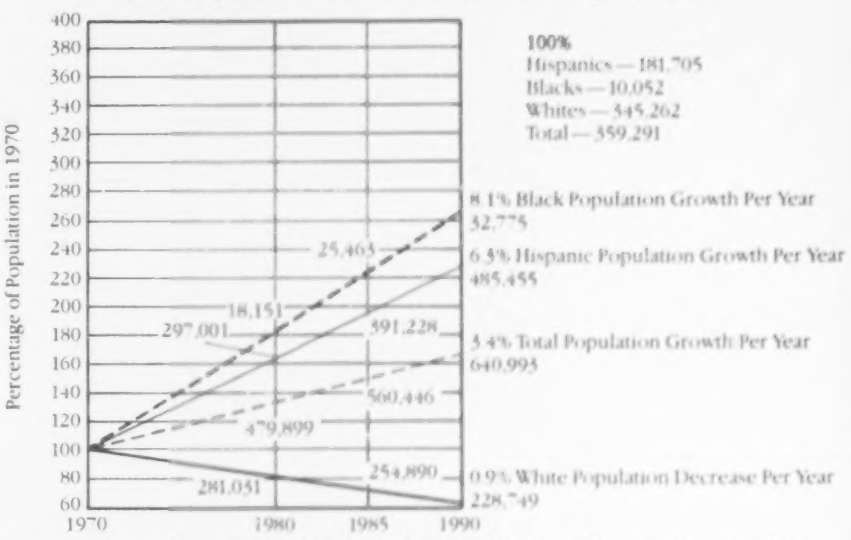
Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

growth of Fort Bliss, where Blacks constitute a high proportion of its population. Armed forces personnel are counted as part of the "city population" if they reside off the military base.

As might be expected, the vast majority (94.9 percent) of the Hispanic population of the El Paso SMSA are of Mexican ancestry, 4.0 percent are of other Spanish* ancestry, 0.1 percent of Cuban ancestry, and 1.0 percent Puerto Rican. The Hispanics of the El Paso SMSA were reported by the Census to be mostly concentrated within the "other races" category (58.3 percent); 0.2 percent and 41.5 percent were reported within the Black and White racial categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

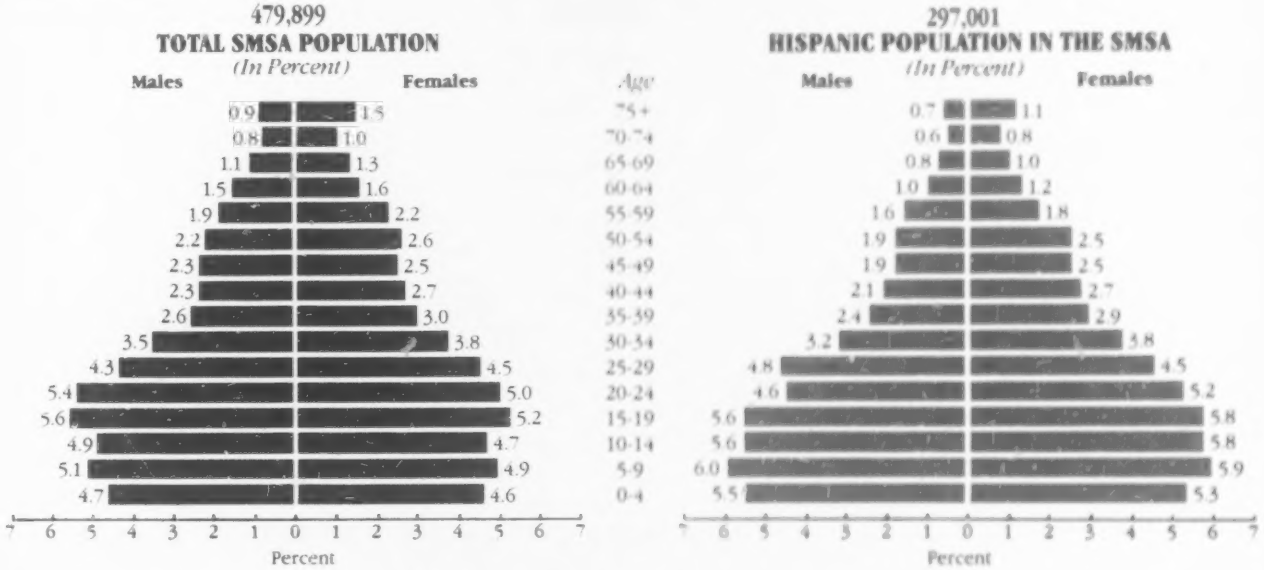
1985-1990 POPULATION GROWTH PROJECTIONS



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U. S. Census Report PC80-1-B45 (Texas). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The number of Hispanic females in the El Paso SMSA exceeds the number of males by 4.5 percent, and in percentage terms there are many more Hispanic females than Anglo females. As also may be seen from the following charts, Hispanics, particularly Hispanic females, represent a much younger population. Some 45.5 percent of all Hispanics in the SMSA are under the age of 20, compared to 39.7 percent of the total population, and 32.5 percent of Hispanic females are under the age of 30, compared to 28.9 percent of all females for the SMSA. These characteristics indicate much higher fertility in the Hispanic population. They have been both cause and effect of the rapid growth rate of the Hispanic population in the SMSA and suggest that this rapid population growth will continue in the future.



Source: CTI calculations based on data acquired from U. S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

According to the 1980 Census, Hispanics in the El Paso SMSA have lower mean and median family incomes than the total population or the other major population subgroups. The mean and median family incomes recorded for Hispanics were $14,620 and $12,222 per year, respectively, as compared to $19,012 and $15,366 for the total SMSA population. Additionally, 29.2 percent of the Hispanic population was found to be below the poverty level in 1979, compared to 21.7 percent of the total population.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$20,412	$16,506	19.9%
Blacks	$14,890	$12,435	20.0%
American Indians, Eskimos, and Aleuts	$20,552	$18,989	30.9%
Asians and Pacific Islanders	$21,158	$20,295	15.3%
Hispanics	$14,620	$12,222	29.2%
Total Population	$19,012	$15,366	21.7%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas)

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanics in the SMSA have, on average, completed fewer years of school than other population subgroups or the total population. At higher educational levels Hispanics also show relatively lower completion rates. Only 6.0 percent of all Hispanics have completed four or more years of college, as compared to 14.0 percent of the total population. Hispanics also lag behind Whites, Blacks, and the other racial groups shown below for this category.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	44,924	25.2	795	10.7	162	17.9	374	14.4	63,998	40.3	69,455	28.9
1-3 Yrs. High School	20,301	11.4	782	10.5	95	10.5	277	10.7	17,170	12.0	27,718	11.6
4 Yrs. High School	52,814	29.6	3,250	43.8	261	28.9	822	31.7	31,998	21.0	69,855	29.1
1-3 Yrs. College	31,253	17.5	1,722	23.2	278	30.8	555	21.4	14,472	10.8	39,377	16.4
4 or More Yrs. College	28,983	16.3	872	11.8	108	11.9	565	21.8	8,034	5.0	33,585	14.0
Totals	178,275	100.0	7,419	100.0	904	100.0	2,593	100.0	158,577	100.0	239,946	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas)

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In the El Paso SMSA only 37.6 percent of all persons five years of age or more speak only English at home. Almost all Hispanics speak Spanish at home and the majority is bilingual. Further, the Spanish language, if not the dominant language, is nevertheless extremely important in the SMSA.

Some 60 percent or 259,270 of all persons five and over speak Spanish at home. Of these, three-fourths speak English well, and one-fourth speak English not well or not at all. Assuming the mean family income for Hispanics and the average Hispanic family size reported by the Census, the "Spanish-speaking only" population of the SMSA represents close to a one-quarter billion dollar market. The younger age group, as shown below, reflects higher English and lower Spanish language usage than Hispanics 18 years of age and older.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak only English at Home	39,539	31.9	123,966	39.9	163,505	37.6
Speak Spanish at Home	82,747	66.7	176,523	56.8	259,270	59.6
Speak English Well or Very Well	69,576	56.1	124,328	40.0	192,904	44.4
Speak English Not Well or Not at All	13,169	10.6	52,195	16.8	66,366	15.3
Speak Other Language at Home	1,731	1.4	10,443	3.4	12,174	2.8
Totals	124,017	100.0	310,932	100.0	434,949	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas)

THE EL PASO ADI

The El Paso Area of Dominant Influence (ADI) consists of the five counties shown below and has a total population of 597,867, of which 357,043 or 59.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Dona Ana NM	96,340	50,204
Luna NM	15,585	6,148
Culberson TX	3,315	2,301
El Paso TX	479,899	297,101
Hudspeth TX	2,728	1,289
Totals 5 Counties	597,867	357,043

Source: ADI Definition — *Broadcasting Cablecasting Yearbook 1983*, Storer Communications. Population from U.S. Census Reports PC80-1-B45 (Texas) and PC80-1-B33 (New Mexico).

ACCURACY OF THE LOCAL CENSUS

The Census effort in El Paso was well above average. El Paso has grown considerably over the past decade, but in a controlled manner. Thus, the address listing for El Paso was fairly complete, and the Census was launched with a combination of community support, adequate staffing, and otherwise favorable circumstances for the enumeration. What keeps El Paso from being a better enumerated city is its location on the U.S.-Mexico border. El Paso is what its name implies, a passage-way between these two countries. The movement across the border is so intense and constant that it would be almost impossible to enumerate the flow on any given day, such as April 1, 1980. Nonetheless, the El Paso Census is probably the best possible given the circumstances of daily commuters, persons with homes on both sides of the border, and undocumented entry into the United States.

Probable undercount of Hispanics in El Paso: 10 percent.

FRESNO

THE FRESNO, CALIFORNIA SMSA*

The Fresno SMSA consists of Fresno County. In 1980 the total SMSA population was 514,621. Hispanics totaled 150,790 or 29.3 percent. The Fresno ADI, defined below, is the 11th largest U.S. Hispanic market, with a total of 295,389 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition

SOCIOECONOMIC STATUS OF HISPANICS IN THE FRESNO SMSA

From a small town servicing the agricultural sector of the area, Fresno has become a major urban center. Fresno has benefited from the growth and development of agribusiness in California. Geographically, it lies in the midst of one of the nation's most productive and fertile valleys. With the shift to multiple annual crops and harvest, and advances in beef production, the economic well-being of Fresno has been insured for the near future.

Hispanics have been residing in Fresno for centuries, since this area consisted of extensive Spanish land grants. Hispanics came to the area in significant numbers when the land grant territories were divided into smaller individual farms. And over time, Fresno became another stopping point for migrant workers moving northward from Bakersfield to Sacramento and beyond. As in the case of other towns along the migrant stream, some individuals settled in the Fresno area, finding it an ideal spot from which to move north or south to find employment. More recently, however, the re-aggregation of the smaller farms into immense agricultural enterprises and the availability of large quantities of water through irrigation have changed the nature of work for Hispanics in Fresno. Hispanic agricultural workers in this area were among the first to feel the impacts of mechanization and to experience displacement.

While there are many exceptions, the composition of the Fresno Hispanic population continues to be influenced by its migrant and agricultural origins. As a group, Hispanics in Fresno are among the least educated, poorest, and least employed Hispanics in California. As a result, the socioeconomic status of Hispanics in Fresno is below average. However, it is only fair to note that the situation for Hispanics in Fresno is improving. New agricultural methods for increasing the number of crops per year are slowly bringing to a close the era of seasonal employment for many of the residents in this area.

The educational level of the younger Hispanics is considerably higher than the levels of their parents. The mechanization of the agricultural sectors has greatly reduced the number of available jobs but has upgraded productivity in the sector. The rate of homeownership is relatively high, as is the number of Hispanics who work as farm managers and supervisors. Finally, local Hispanic leaders have been increasingly successful in election to public office as a result of the greater participation of Hispanics in politics and local economic issues.

Hispanics in the Fresno area are surrounded by innovations in agriculture and high tech industry. These opportunities, coupled with improved educational attainment, may well advance the socioeconomic status of Hispanics.

HISPANIC POPULATION AND GROWTH

Except for the White population, Hispanics are the largest population subgroup in the Fresno SMSA. In 1980, Hispanics represented 29.3 percent of the total, or 150,790. This reflects a healthy increase of 61 percent since 1970. In Fresno, Hispanic growth is fueled by a youthful population compared to an aging Anglo population. The Hispanic population growth rate is substantially higher than that of the other population subgroups in the area. While the number of Hispanics increased by 61 percent over the 1970-1980 period, the total SMSA population

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Fresno Co. Totals	379,279	73.7	25,339	4.9	4,747	0.9	14,777	2.9	150,790	29.3	514,621	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

increased by 25 percent. Blacks increased by 24 percent, and Whites increased by less than 2 percent.

If these growth rates continue as expected, the Hispanic population will reach 196,984 in 1985 and 243,178 in 1990. The total population of the SMSA will reach 577,893 in 1985 and 641,164 in 1990. It should be noted, however, that the population estimates for the Fresno SMSA may be undercounted by three percent for the reasons indicated below.

The Hispanic population of the Fresno SMSA is primarily of Mexican ancestry (93.5 percent). The remainder of the area's Hispanics is of other Spanish* origin (6.0 percent) or is Puerto Rican (0.5 percent).

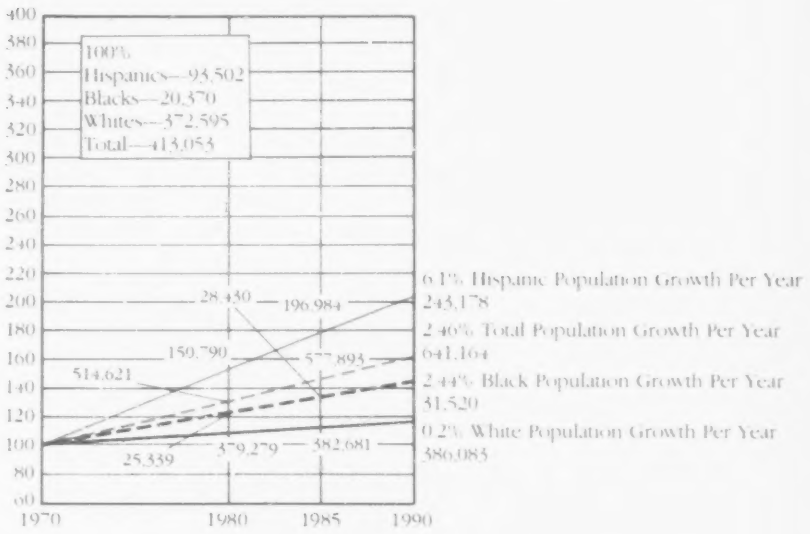
The Hispanics of the Fresno SMSA were reported by the Census to be mostly concentrated within the "other races" group (58.1 percent); 0.5 percent and 41.4 percent were reported within the Black and White racial categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980

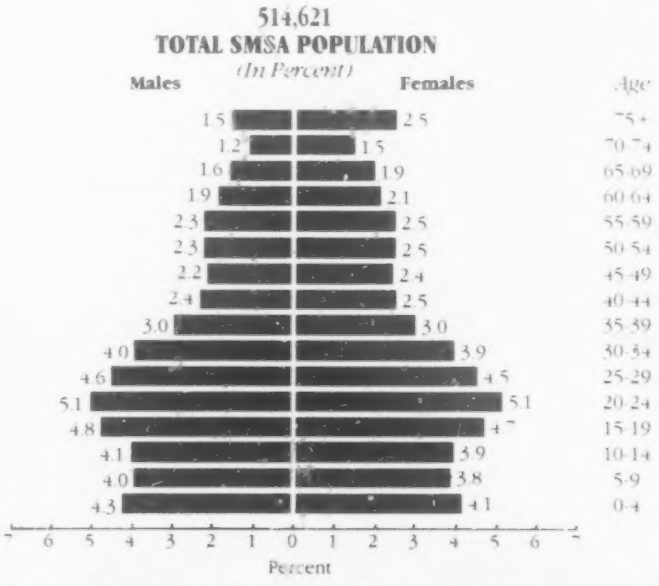
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time

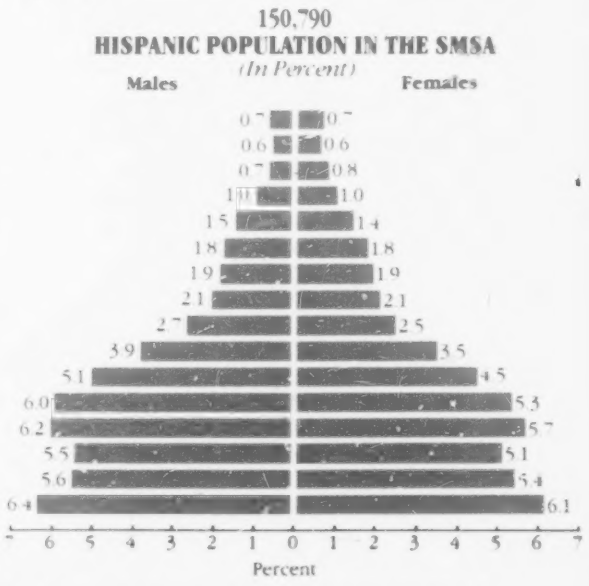


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — Supplementary Report, Persons of Spanish Ancestry; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B6 (California). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The skyscraper form of the Hispanic population pyramid is indicative of the group's youthfulness and high fertility rate. Because of the labor-intensive agricultural industries which surround the Fresno area, the number of 15-24 year-olds exceeds the norm. These are peak working ages for farm labor. Some 66.9 percent of Fresno's Hispanics are under the age of 30, compared to 53.0 percent of the total population, while 33.2 percent of the area's Hispanics are 30 or older, compared to 47.2 percent of the total population.





Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Hispanic income in the Fresno SMSA is well below average. The area's mean and median family incomes of $15,510 and $13,061 for Hispanics are significantly below the national figures of $17,360 and $14,711 respectively. This is due, in part, to the seasonal nature of agricultural work in which many Hispanics are employed. The percentage of Hispanics living in poverty is slightly higher than the national rate for Hispanics, and significantly above the corresponding rate for the overall Fresno population (14.5 percent) or total U.S. population (12.5 percent). Thus, the socioeconomic status of Hispanics in the area is relatively lower, suggesting that the group has benefited little from the growth of high tech industries in the area.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,189	$20,091	10.8%
Blacks	$13,821	$10,530	29.9%
American Indians, Eskimos, and Aleuts	$17,056	$14,088	24.7%
Asians and Pacific Islanders	$26,520	$22,278	12.6%
Hispanics	$15,510	$13,061	25.2%
Total Population	$22,392	$18,399	14.5%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The level of educational attainment for Hispanics in Fresno is below average. A percentage of Fresno Hispanics greater than the comparable national Hispanic percentage has completed only elementary school or less. Fewer than the national average have gone on to college. In addition, the area's Hispanics show fewer years of education completed than any other population subgroup. These conditions reflect the relatively poor socioeconomic status of Hispanics in Fresno.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	41,531	18.1	3,320	27.4	580	19.5	1,766	18.8	12,117	50.0	64,881	22.5
1-3 Yrs. High School	30,439	13.2	2,476	20.5	789	26.5	829	8.8	5,224	21.7	39,833	13.8
4 Yrs. High School	69,875	30.4	2,947	24.4	801	26.9	2,509	26.7	4,144	17.1	82,455	28.5
1-3 Yrs. College	49,150	21.4	2,444	20.2	605	20.3	1,687	18.0	2,987	12.4	57,896	20.0
4 or More Yrs. College	38,964	16.9	915	7.6	200	6.7	2,604	27.7	2,565	10.6	43,785	15.2
Totals	229,959	100.0	12,102	100.1	2,975	99.9	9,395	100.0	24,224	100.0	288,850	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Approximately two of every three Hispanics speak Spanish at home and the majority are fully bilingual. Overall, there are 103,777 individuals residing in the Fresno SMSA who speak Spanish at home. Of these 26,253 speak little or no English. As in other major Hispanic markets, the more youthful component of the population (those 5-17) tends to be more bilingual, while those 18 and over are relatively more monolingual (Spanish).

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**80,968**	**72.9**	**260,012**	**72.1**	**340,980**	**72.3**
Speak Spanish at Home	27,465	24.7	76,312	21.1	103,777	22.0
Speak English Well or Very Well	22,831	20.6	54,094	15.2	77,524	16.4
Speak English Not Well or Not at All	4,634	4.2	21,619	6.0	26,253	5.6
Speak Other Language at Home	**2,644**	**2.4**	**24,520**	**6.8**	**27,164**	**5.8**
Totals	**111,077**	**100.0**	**360,844**	**100.0**	**471,921**	**100.0**

Source: CH aggregations of data drawn from U.S. Census Report PHC 80-S2-6 (California)

THE FRESNO ADI

The Fresno Area of Dominant Influence (ADI) consists of the six counties shown below and has a total population of 1,042,881, of which 295,389 or 28.3 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Fresno	514,621	150,790
Kings	73,738	19,827
Madera	63,116	16,910
Mariposa	11,108	504
Merced	134,560	34,054
Tulare	245,738	73,298
Totals 6 Counties	1,042,881	295,389

Source: ADI Definition — *Broadcasting Cablecasting Yearbook 1985*, Sterret Communications. Population from U.S. Census Report PC80-2-B6 (California)

ACCURACY OF THE LOCAL CENSUS

The Census effort in Fresno was above average. The Fresno area is largely agricultural but is now developing a high-technology industrial base as well. As a result, the area's growth has been strong but controlled. The Census office encountered few problems which it could not solve, and was well staffed. There is no reason to believe that the census effort in Fresno was less than adequate.

Probable undercount of Hispanics in Fresno: 3 percent.

HOUSTON

THE HOUSTON, TEXAS SMSA*

The Houston SMSA consists of Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties. In 1980 the total SMSA population was 2,905,353. Hispanics totaled 424,903, or 14.6 percent. The Houston ADI, defined below, is the seventh largest U.S. Hispanic market, with a total of 484,560 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE HOUSTON SMSA

Located in the Gulf Coast area of Texas, Houston has experienced phenomenal growth during the past two decades. Its present status as the fourth largest metropolitan area in the nation is a contrast to its earlier history when it was almost entirely dependent on the harbor and shipping industry.

Perhaps, due to the fact that the harbor area was one of the earliest sections to be developed, it is not surprising that the original barrio areas of Houston are located near the "channel." It was there that the mostly Mexican labor force resided and worked. Mexicans often found obstacles to working in the higher-wage harbor industries, but were able to work in warehouse loading, trucking, and other related sectors.

The dramatic growth that has resulted in modern Houston is due, in part, to the diversification of the economic base. This diversification included expansions in petroleum refining, petro chemicals, and the boost given to the economy by the government-funded space program, which spawned a period of unprecedented growth in high-tech industries.

Along with this growth came more intensive migration of Hispanic workers, mostly from the South Texas region and from Corpus Christi and its surrounding areas. The original attraction was the booming demand for construction-related jobs, which continue to employ many unskilled Hispanic workers. After the construction boom, the demand for service workers grew, and the transition from construction to the service sector was made by many Hispanic workers. Despite the large number of professional and managerial jobs created by the growth of the area, it remained difficult for Hispanics to challenge highly trained migrants from other parts of the United States for these better-paying jobs. Secretarial and clerical occupations were exceptions.

Because of its rapid growth, newer Hispanic immigrants have settled throughout the city rather than in a few areas. At least a dozen areas of the city have substantial concentrations of Hispanics, though none is as large as any of those located in the Houston channel area. Economic expansion made possible the socioeconomic advancement of many Hispanic workers. And, despite an economic decline, new workers from Mexico, South Texas, and other rural areas of Texas continue to migrate to Houston to seek employment opportunities. These more recent arrivals are not likely to find as many opportunities for unskilled labor. The demand for technical skills means that for well-educated Hispanics, Houston will continue to be an area where opportunity and advancement are possible.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Brazoria Co.	144,239	85.1	13,152	7.8	512	0.3	758	0.4	[illegible]	[illegible]	169,587	5.8
Fort Bend Co.	92,729	70.9	20,420	15.6	276	0.2	3,725	2.8	[illegible]	[illegible]	130,846	4.5
Harris Co.	1,701,711	70.6	473,695	19.6	5,346	0.2	46,355	1.9	[illegible]	[illegible]	2,409,547	82.9
Liberty Co.	39,737	84.4	6,751	14.3	113	0.2	57	0.2	[illegible]	[illegible]	47,088	1.6
Montgomery Co.	120,271	93.6	6,167	4.8	262	0.2	358	0.3	[illegible]	[illegible]	128,487	4.4
Waller Co.	10,788	54.5	8,325	42.0	19	0.1	41	0.2	[illegible]	[illegible]	19,798	0.7
Totals	2,109,475	72.6	528,510	18.2	6,528	0.2	51,294	1.8	[illegible]	[illegible]	2,905,353	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-2-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

In 1980 Hispanics were the second largest minority population in the Houston SMSA. By 1990, they will be the largest minority group, surpassing the Black population, due to their much higher growth rate.

Houston's Hispanic population growth has been impressive and continual. A Southwest boom city, Houston's economy has expanded rapidly, providing a demand for labor in all sectors of the economy, and much of its skilled labor force has been drawn from East and South Texas, two regions of high Hispanic concentration. As a result, in a very short period of time Houston has become a major center of Hispanic concentration.

The *Growth Projections* chart documents this rapid growth relative to the other groups of the SMSA. The Hispanic population is projected to reach 708,096 by 1985 and 991,289 by 1990. As noted below, these estimates may be low by as much as 15 percent. As in other Southwestern markets, the Hispanics of the Houston SMSA are mostly (88.1 percent) of Mexican ancestry. One percent are Puerto Rican, 1.5 percent are Cuban, and 9.3 percent are of other Spanish* ancestry.

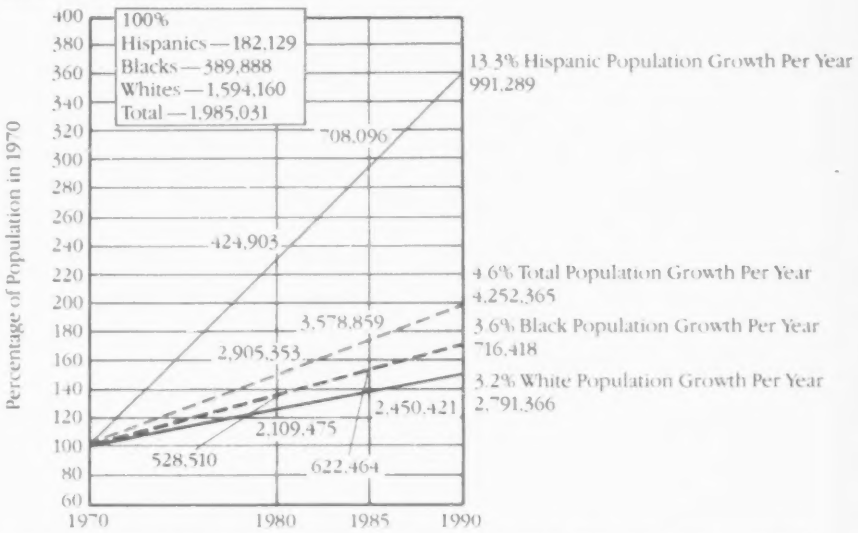
The area's Hispanics were reported by the Census to be mostly concentrated within the White racial group (52.1 percent); 1.2 percent and 46.7 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

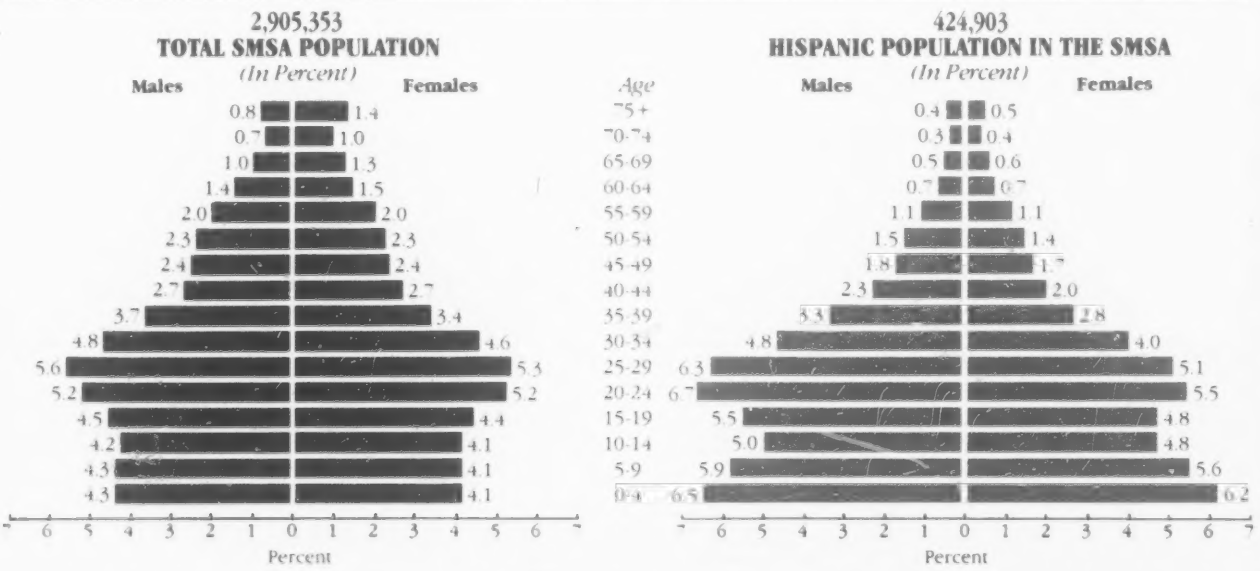
Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry." 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*, and 1980 counts—U. S. Census Report PC80-1-B45 (Texas). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U. S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

The Hispanic age pyramid clearly shows the effects of an in-migration of Hispanics of prime working ages (20-29) plus the group's higher fertility due to its more youthful character. The total SMSA pyramid reflects the impact of in-migration of other racial/ethnic groups as well. These charts illustrate the dynamic growth of the Houston area and the youthful base upon which its future growth will depend. The comparative youthfulness of the Hispanic population is particularly striking. An analysis of the under-30 populations shows 67.9 percent of all Hispanics to be under 30, compared to 55.3 percent of the total population.

INCOME

The income level of Hispanics is higher than the national average for that group, but significantly behind the income levels of Whites and the total Houston population. This differential is due to the high-income occupations requiring technical skills where Whites predominate, compared to the blue-collar semi-skilled occupations where Hispanics are concentrated. Nationally 23.8 percent of all Hispanics were found to be below the poverty level in 1979, compared to only 18.1 percent of Hispanics in the Houston SMSA.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$32,219	$26,439	6.2%
Blacks	$17,866	$16,069	22.4%
American Indians, Eskimos, and Aleuts	$21,733	$21,310	11.8%
Asians and Pacific Islanders	$24,961	$24,046	19.0%
Hispanics	$19,511	$17,185	18.1%
Total Population	$28,866	$23,959	10.5%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The proportion of Hispanics with some college education is 18 percent, roughly equal to the national level. The proportion of Hispanics with less than a high school education is relatively large, 44 percent. Thus Houston has the base for an emerging and sizeable middle class, but the overall educational level of Hispanics in the area remains low.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	142,862	11.6	54,691	20.9	851	18.2	3,207	10.4	81,301	44.0	242,682	15.0
1-3 Yrs. High School	175,379	14.2	55,911	21.4	779	16.6	2,247	7.3	28,708	15.5	247,523	15.3
4 Yrs. High School	367,044	29.7	76,920	29.4	1,496	32.0	5,834	18.9	41,444	22.5	469,100	29.0
1-3 Yrs. College	244,905	19.8	42,770	16.3	923	19.7	5,239	17.0	19,328	10.5	300,869	18.6
4 or More Yrs. College	304,370	24.7	31,549	12.0	631	13.5	14,367	46.5	13,722	7.4	354,987	22.0
Totals	1,234,560	100.0	261,841	100.0	4,680	100.0	30,894	100.1	184,503	100.0	1,615,161	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

One person in eight (of those five or older) speaks Spanish at home in the Houston SMSA. Of the 332,752 who speak Spanish at home, most (248,450) speak English well or very well, but between 80,000 and 90,000 are Spanish monolingual. Thus, most Hispanics in Houston are bilingual. Consistent with other major markets and the assimilation of the Hispanic culture, the younger age group (5-17 years of age) is less dependent upon the Spanish language than those 18 and older.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**534,600**	**83.4**	**1,684,296**	**83.3**	**2,218,896**	**83.4**
Speak Spanish at Home	87,633	13.7	245,119	12.1	332,752	12.5
Speak English Well or Very Well	70,274	11.0	178,176	8.8	248,450	9.3
Speak English Not Well or Not at All	17,359	2.7	66,943	3.3	84,302	3.2
Speak Other Language at Home	**19,030**	**3.0**	**90,163**	**4.5**	**109,193**	**4.1**
Totals	**641,263**	**100.0**	**2,019,578**	**99.9**	**2,660,841**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

THE HOUSTON ADI

The Houston Area of Dominant Influence (ADI) consists of the 20 counties shown below and has a total population of 3,390,034, of which 484,560 or 14.3 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Austin	17,726	980
Brazoria	169,587	22,679
Calhoun	19,574	6,651
Chambers	18,538	627
Colorado	18,823	2,050
Fort Bend	130,846	20,050
Galveston	195,940	25,557
Grimes	13,580	1,252
Harris	2,409,547	400,077
Jackson	13,352	2,491
Liberty	47,088	3,653
Matagorda	37,828	7,065
Montgomery	128,487	9,280
Polk	24,407	803
San Jacinto	11,434	111
Trinity	9,450	84
Walker	41,789	2,972
Waller	19,798	1,149
Washington	21,998	963
Wharton	40,242	6,755
Totals: 20-Counties	3,390,034	484,560

Source: ADI Definition—*Broadcasting Cablecasting Yearbook 1985*, Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

ACCURACY OF THE LOCAL CENSUS

As one of the fastest growing metropolitan areas in the nation, Houston presented some difficult problems for the Census effort of 1980. Its incredible growth in housing meant that no recent address lists were available, and any "complete" listing was immediately out-of-date. Perhaps more significant, the Houston area had but one central office for a metropolitan area which reaches almost 100 miles from one edge to the other. This office, struggling with an enormous task, faced a severe problem not encountered in other areas of the country: finding a sufficient number of employees in an area where the demand for labor was so great that even menial laborers were paid more than Census enumerators. The Houston Census office was constantly behind schedule due to personnel shortages and the massive task before it. The result was a Census effort which did the best it could given the circumstances, but one which lacked the time and resources to make the special efforts necessary to ensure that hard-to-enumerate populations were covered.

Probable undercount of Hispanics in Houston: 15 percent.

LOS ANGELES

THE LOS ANGELES, CALIFORNIA SMSA*

The Los Angeles SMSA consists of Los Angeles County. In 1980 the total SMSA population was 7,477,503. Hispanics totaled 2,066,103, or 27.6 percent. The Los Angeles ADI, defined below, is the largest U.S. Hispanic market, with a total of 2,838,694 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE LOS ANGELES SMSA

As a Hispanic market, Los Angeles is unique. It is not only the largest Hispanic market, it is also a highly cosmopolitan city, representative of global cities through which many nationalities flow. It is the most important city of the Western United States and one of the most international of all U.S. cities.

During the last three decades, U.S. population, industry, and investment have edged westward. During the best of economic times Los Angeles has been among the leaders in providing socioeconomic gains for its population, and during periods of economic stagnation, has suffered much less than other regions of the country.

It is within this context of dynamic growth and abundance that Hispanics suddenly became visible. As local street signs indicate, Los Angeles has a long history of Hispanic cultural influences. Yet, despite the large proportions of Hispanics residing in this city for centuries, it was not until recently that Hispanics in Los Angeles came to be recognized as a political, social and economic force. Today, few would deny their importance.

Due to the size of the city and the diversity of its population, Hispanics are difficult to categorize. Some are wealthy, while others are poverty-stricken. Some date their families to the Spanish land grant era, while others have arrived recently from the interior of Mexico. The fact that Hispanics are found throughout the social and economic strata requires that one consider these groups separately.

Long time residents have slowly suburbanized and melted into largely non-Hispanic neighborhoods. Their children speak only a little Spanish and the breadwinner of the family has experienced continuous though limited economic success. They are homeowners, consumers, but continue to identify ethnically. At the other extreme is the new arrival who gravitates to the barrio as a place where he or she can acclimate slowly to the alien U.S. system. Ambitious, economically motivated, but lacking the English language, this new immigrant lives isolated from the English language society by working, living and buying within the Spanish-speaking environment.

The fact that these two groups, representing extremes, can live within a few miles of one another is characteristic of Los Angeles. It is a port of entry for many, and continues to produce large numbers of professionally trained Hispanics. It is a place where some businesses earn millions by catering wholly to the Hispanic consumer and community.

Overall, Los Angeles is one of the most dynamic markets in the nation. Its Hispanic population is larger than the total populations of all but the largest of U.S. metropolitan areas. The geographic location of Los Angeles (two hours from the Mexican border), a major U.S. airport, a deep water harbor, temperate weather, etc. make Los Angeles a center for international trade and commerce. Hispanics in Los Angeles have benefited economically from the extensive manufacturing base of the area and may benefit from the transition from smokestack industries to a high tech economy.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Los Angeles Co.	5,073,617	67.9	943,968	12.6	48,120	0.6	434,850	5.8	2,066,103	27.6	7,477,503	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

Even as the population growth of Southern California begins to slow down, the Hispanic population continues to grow at rates far exceeding that of any other group. As the *Growth Projections* chart shows, the Hispanic population nearly doubled in the Los Angeles SMSA between 1970 and 1980. This constitutes an increase of over one million Hispanics within the decade, the same period characterized by only a marginal growth in the total population of the SMSA and an actual decrease in the White population. If this growth continues, Hispanics will be the majority population in the Los Angeles SMSA by the year 2000. The Hispanic population of the Los Angeles SMSA is projected to be 3,063,081 in 1985 and 4,060,058 in 1990. And, because of difficulties in enumerating the Hispanic population in the SMSA, these estimates may be undercounted from 5 to 15 percent.

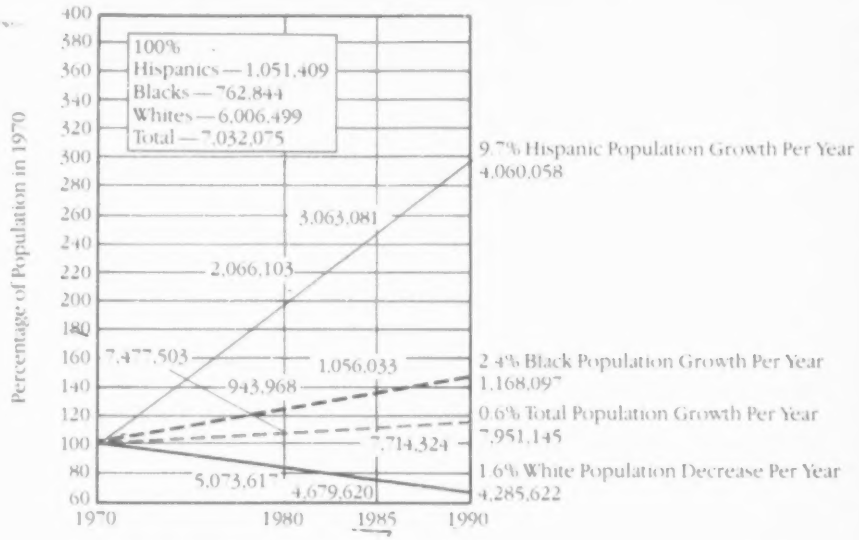
The Hispanic population of the Los Angeles SMSA is predominantly of Mexican ancestry (79.9 percent); 16.2 percent is of other Spanish ancestry*, 2.1 percent is of Cuban ancestry, and 1.8 percent is Puerto Rican.

The Hispanics of the Los Angeles SMSA were reported by the Census to be mostly concentrated within the White racial group (54.2 percent); 0.9 percent and 44.9 percent were reported within the Black and "other races" categories respectively.

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.

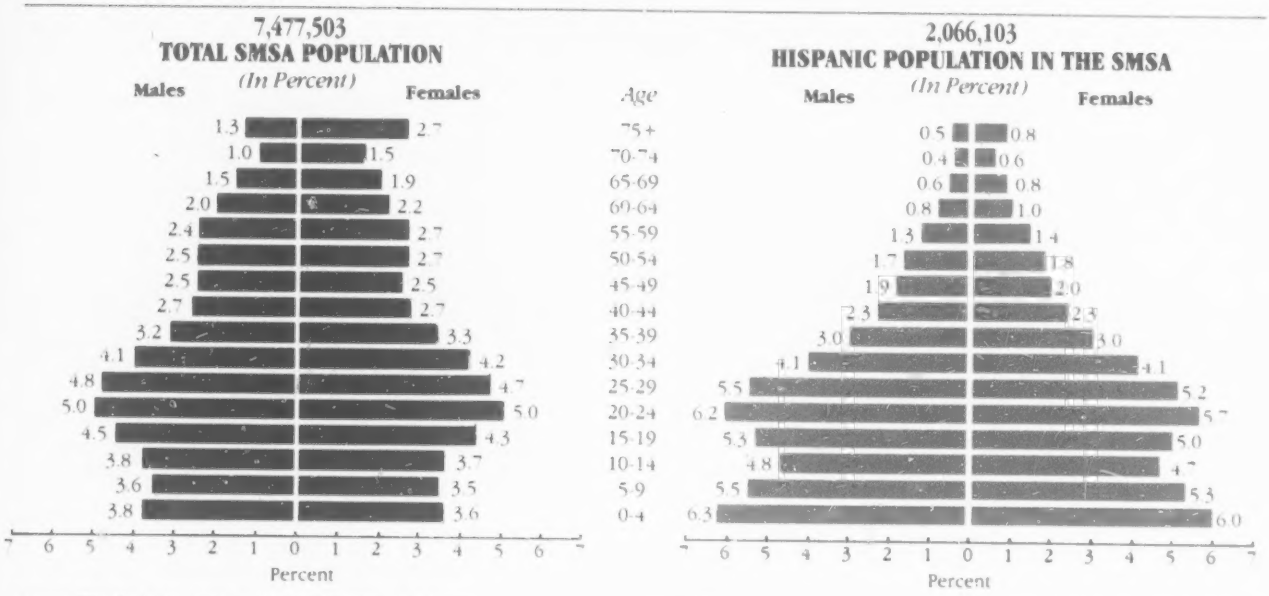


Sources: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report: Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B6 (California). Refer to the Technical Appendix for a discussion on how the above projections were developed.

*Please refer to the Technical Appendix for the definition of "other Spanish Origin."

AGE AND SEX DISTRIBUTIONS

The age pyramids show that the Hispanic population is relatively youthful compared to the total population. Two-thirds of all Hispanics (65.5 percent) are under the age of 30, whereas only half (50.3 percent) the total population is under 30. Fertility among Hispanics is high. The effects of immigration can be seen in the bulges at the 20-29 year-old groupings where the proportions of working age persons exceed the younger age groups. The total population has more adults than the Hispanic population, and includes a large number of elderly persons.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The income of Hispanics is relatively high; the difference observed between mean and median incomes suggests that the upper part of the range is very high. Median family income is approximately $2,500 less. The proportion living in poverty is less than in a number of the other large Hispanic markets, but it is twice as high as the White poverty rate in the Los Angeles SMSA.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$28,554	$23,231	9.9%
Blacks	$18,057	$14,879	23.1%
American Indians, Eskimos, and Aleuts	$20,645	$17,911	17.0%
Asians and Pacific Islanders	$27,103	$23,683	12.8%
Hispanics	$18,057	$15,811	20.8%
Total Population	$25,895	$21,135	13.4%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Although one of every six Hispanics has completed at least some college, most Los Angeles Hispanics have less than a high school education. As the chart indicates, the Hispanic population lags behind the total population as well as each of the population subgroups reported.

Years of School Completed (For Those 25 and Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	458,402	14.1	68,555	13.8	4,171	13.9	33,817	12.3	[illegible]	[illegible]	752,145	17.0
1-3 Yrs. High School	407,025	12.5	86,967	17.5	5,821	19.5	20,483	7.5	[illegible]	[illegible]	583,910	13.2
4 Yrs. High School	1,024,247	31.6	160,211	32.3	9,383	31.4	66,138	24.1	[illegible]	[illegible]	1,336,165	30.2
1-3 Yrs. College	708,994	21.8	125,595	25.3	7,124	23.8	58,320	21.2	[illegible]	[illegible]	939,625	21.2
4 or More Yrs. College	647,614	19.9	54,261	10.9	3,425	11.4	95,907	34.9	[illegible]	[illegible]	818,658	18.5
Totals	3,246,282	99.9	495,589	99.8	29,924	100.0	274,665	100.0	[illegible]	[illegible]	4,430,503	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

About two-thirds of all Hispanics in the Los Angeles SMSA speak Spanish at home, and about two-thirds of the Spanish-speaking Hispanics speak English well or very well. Thus, about one-third of the Spanish speakers remain predominantly Spanish-speaking. The significance of this fact is that over one-half million Hispanics in the area must be reached in the Spanish language communications. This mono-lingual (Spanish) group is the largest of any U.S. SMSA.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	977,847	66.2	3,770,867	69.2	4,748,714	68.6
Speak Spanish at Home	400,023	27.1	1,118,124	20.5	1,518,147	21.9
Speak English Well or Very Well	312,589	21.2	678,150	12.4	990,739	14.3
Speak English Not Well or Not at All	87,434	5.9	439,974	8.1	527,408	7.6
Speak Other Language at Home	98,248	6.7	560,525	10.3	658,773	9.5
Totals	1,476,118	100.0	5,449,516	100.0	6,925,634	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

THE LOS ANGELES ADI

The Los Angeles Area of Dominant Influence (ADI) consists of the seven counties shown below and has a total population of 11,901,370, of which 2,838,694 or 23.9 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Inyo	17,895	[illegible]
Kern	403,089	[illegible]
Los Angeles	7,477,503	[illegible]
Orange	1,952,709	[illegible]
Riverside West	645,984	[illegible]
San Bernardino	895,016	[illegible]
Ventura	529,174	[illegible]
Totals 7 Counties	11,901,370	[illegible]

Source: ADI Definition—Broadcasting Cablecasting Yearbook 1985. Survey Communications Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Los Angeles achieved mixed results. Unlike most cities, which are handled by one office, the immense area of Los Angeles required the services of seven separate offices. The office responsible for the eastern part of Los Angeles, where Hispanics are most concentrated, was well-staffed, trained and committed to undertaking the best census possible. This office exceeded all expectations for the area, given the problems of poverty, undocumented immigration, and Spanish-language usage. If all offices had done as well, the count of Hispanics would have been extremely accurate.

Other offices, however, met severe problems. Workers in the South Central, West Los Angeles, South Bay, and downtown offices were surprised by the presence of so many non-English-speaking Hispanics in areas where it was believed that the primary population to be enumerated would be Black, Asian, or White. The lack of sufficient bilingual enumerators in these offices delayed the enumeration process and created problems in providing adequate telephone information service, etc. In short, the dispersion of Hispanics of all socioeconomic levels throughout the Los Angeles area made it difficult to focus one or two offices on the effort. Instead, offices in heavily Black, Asian, and White areas found large enclaves of Hispanics and had to adapt their procedures to deal with this situation. In at least three and possibly four areas of Los Angeles, the adaptation to counting Hispanics was slower than desirable (the Wilmington area near Long Beach, the Pacoima-San Fernando area, the El Monte-Rosemead area, and the Echo Park-Elysian Park area). These areas probably have undercount rates two to three times higher than the city as a whole. Fortunately, however, the greatest concentration in East Los Angeles appears to have been adequately counted.

Probable undercount in Los Angeles: 9 percent with a range of 5-15 percent.

McALLEN

THE McALLEN, TEXAS SMSA*

The McAllen SMSA consists of Hidalgo County. In 1980 the total SMSA population was 283,229. Hispanics totaled 230,212, or 81.3 percent. The McAllen ADI, defined below, is the eighth largest U.S. Hispanic market, with a total of 432,343 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE McALLEN SMSA

Located in the heart of the South Texas region, McAllen is overwhelmingly Hispanic. As a result it is quite different from other markets where Hispanics live in a concentrated barrio area. In McAllen the ethnic enclave is Anglo; several concentrations exist within the city with others located in suburban villages for Anglo retirees from Midwestern states.

South Texas is a Mexican cultural area, and McAllen must be viewed as a metropolitan center for this region. It is, first of all, a service center for the agricultural business which envelopes the city and, secondly, it is a distribution center for produce imported from Mexico. It is also a center of Hispanic political organization.

In its commercial role, McAllen has grown in importance with the increased importation of Mexican produce and the advent of year-round farming made possible by the temperate weather and high water table for irrigation. As a cultural and political center, McAllen's political organizations are Hispanic dominated, as is its electorate. This area has been represented in Congress and in the state legislature by Hispanics for decades and has served as a training ground for Hispanic attorneys, public officials, judges, city managers, and many other professional and managerial occupations. There is almost no private or public arena, with the exception of corporate ownership of agribusiness, which has not been permeated by the Hispanic influence in Hidalgo County.

Socioeconomically, the McAllen SMSA has registered advancements in the past decade despite the fact that South Texas is generally considered to be an area of structural poverty. Undoubtedly, this is partly due to its proximity to the U.S.-Mexican border. Mexican immigration to the region has been a source of population growth for centuries and continues to be so to this day.

A recent push to attract industry to the area has been only marginally successful. With so much available labor just across the border, wages remain low.

HISPANIC POPULATION AND GROWTH

McAllen is located in the region of South Texas which is known as a home base for migrant workers. From McAllen, many travel in search of seasonal employment to the Midwestern states as well as to other cities in Texas, such as San Antonio, Houston, and Dallas-Fort Worth. Despite the fact that it is a major source of migrants, McAllen's growth rate remains relatively high.

Hispanics are already the numerically dominant group in the SMSA, and between 1970 and 1980 their population grew by an impressive 75 percent. A continuation of this growth will increase the Hispanic population to 316,263 by 1985 and to 402,314 by 1990. As discussed below, these estimates may be low, undercounted by as much as 8 percent.

As might be expected, since McAllen is located on the U.S.-Mexico border, the Hispanics of the SMSA are almost exclusively of Mexican ancestry. Fully

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Hildago Co. Totals	238,621	84.3	544	0.2	271	0.1	419	0.1	230,212	81.3	283,229	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

96.4 percent of the area's Hispanics are of Mexican ancestry, with 3.4 percent of other Spanish* ancestry.

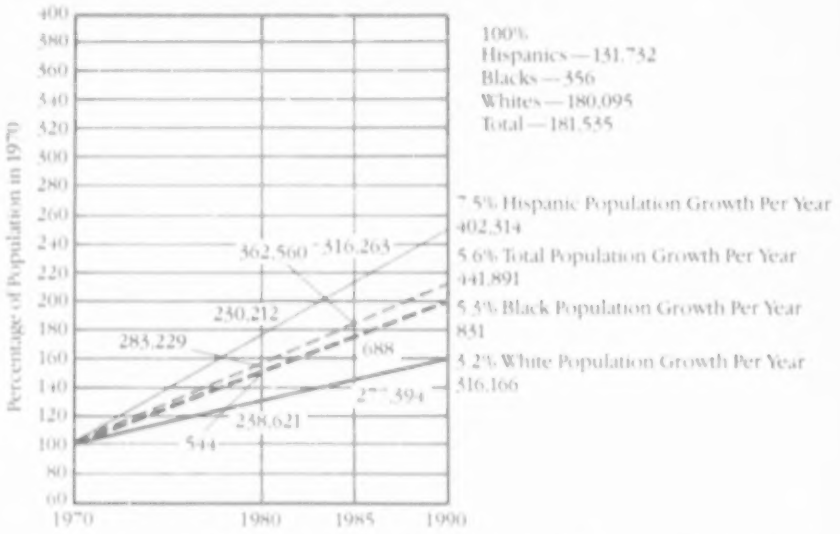
The Hispanics of the McAllen SMSA were reported by the Census to be mostly concentrated within the White racial group (81.2 percent); 0.1 percent and 18.8 percent were reported with the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

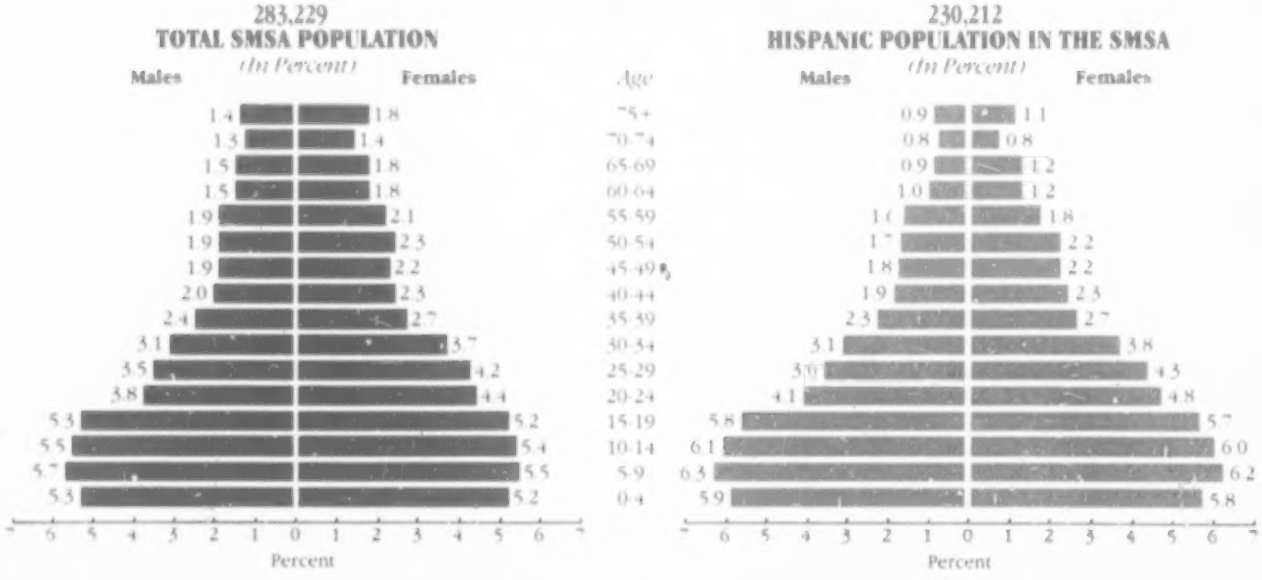
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — Supplementary Report, Persons of Spanish Ancestry; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B45 (Texas). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The Hispanic population of McAllen is youthful. The slight decrease in the youngest age group is probably due more to the out-migration of young children (with their parents) than to decreased fertility. The pyramid for the total population is not particularly instructive for comparison purposes, since Hispanics compose 80 percent of the total population. It is clear, however, that the elderly population segment is much larger in the total population than it is in the Hispanic population. This suggests an unusual SMSA mixture of adult and elderly Whites and youthful Hispanics.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The income levels of almost all population subgroups in McAllen are low, compared to the state and national levels of those subgroups. Only the Black population fares better in McAllen than it does nationally. The range between the highest and lowest median family incomes is narrow, and the levels of poverty are high for all groups. Due to lack of an industrial base, a dependence on the seasonal agricultural sector, and the lower wage scales characteristic of border areas, McAllen is an area generally characterized by lower socioeconomic levels.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$16,443	$12,443	34.1%
Blacks	$15,778	$15,592	32.5%
American Indians, Eskimos, and Aleuts	$17,024	$13,229	28.4%
Asians and Pacific Islanders	—	—	26.0%
Hispanics	$13,178	$10,418	40.0
Total Population	$15,920	$12,085	35.2%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Consistent with their lower income levels, the educational levels of Hispanics are among the lowest found anywhere in the United States. The 14.3 percent of highly educated Hispanics is due to the white collar and managerial positions in local and county government, public schools, etc. held by Hispanics. However, the vast majority is found at the lower end of the spectrum; 62.9 percent possess only 0-8 years of elementary school education, and over 70 percent of all Hispanics have less than a high school education.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	55,625	46.7	101	35.3	60	23.0	45	17.3	[illegible]	[illegible]	67,689	49.0
1-3 Yrs. High School	12,097	10.2	46	16.1	49	18.8	20	7.7	[illegible]	[illegible]	13,650	9.9
4 Yrs. High School	23,533	19.8	46	16.1	64	24.5	91	35.0	[illegible]	[illegible]	26,075	18.9
1-3 Yrs. College	14,548	12.1	11	3.8	41	15.7	31	11.9	[illegible]	[illegible]	15,759	11.4
4 or More Yrs. College	13,462	11.3	82	28.7	47	18.0	73	28.1	[illegible]	[illegible]	14,845	10.8
Totals	119,065	100.1	286	100.0	261	100.0	260	100.0	[illegible]	[illegible]	138,018	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Spanish is the dominant language of the McAllen SMSA, where over four times as many residents speak Spanish at home as those who speak English. Over half the area's Hispanics are bilingual, and about one-fourth (23.9 percent) of the area's 5-and-older population speaks Spanish well and English poorly or not at all. Overall, the area has one of the largest Spanish monolingual populations of any place in the United States. This is to be expected, given the low levels of education, proximity to the U.S.-Mexico border, and access to Spanish language media beamed across the border.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**9,534**	**11.7**	**40,036**	**23.3**	**49,570**	**19.6**
Speak Spanish at Home	71,577	88.0	130,734	76.0	202,311	79.9
Speak English Well or Very Well	57,067	70.2	84,645	49.2	141,712	55.9
Speak English Not Well or Not at All	14,510	17.8	46,089	26.8	60,599	23.9
Speak Other Language at Home	**188**	**0.2**	**1,267**	**0.7**	**1,455**	**0.6**
Totals	**81,299**	**100.0**	**172,037**	**100.0**	**253,336**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

THE McALLEN ADI

The McAllen Area of Dominant Influence (ADI) consists of the four counties shown below and has a total population of 537,717, of which 432,343 or 80.4 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Cameron	209,727	161,654
Hidalgo	285,229	250,212
Starr	27,266	20,428
Willacy	17,495	14,049
Totals: 4 Counties	537,717	432,343

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985, Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

ACCURACY OF THE LOCAL CENSUS

The Census effort in McAllen was about average. McAllen represents one of those areas faced with problems in enumeration due to the presence of migrant workers, who began to join the migrant stream during the census period, and the presence of undocumented workers who did not wish to be identified. While the effort was reasonably well undertaken, these circumstances were difficult to overcome. The two problems most often noted were the lack of locally adaptable counting procedures and confusion regarding the race and ethnic classifications. Nonetheless, the final results do not appear to have deviated greatly from the expected results.

Probable undercount of Hispanics in McAllen: 8 percent.

MIAMI

THE MIAMI, FLORIDA SMSA*

The Miami SMSA consists of Dade County. In 1980 the total SMSA population was 1,625,781. Hispanics totaled 580,994, or 35.7 percent. The Miami ADI, defined below, is the sixth largest U.S. Hispanic market, with a total of 628,468 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE MIAMI SMSA

Miami has been revitalized both economically and culturally as a result, in part, of the Cuban migration into South Florida. Miami had always had a small Cuban population because of the numerous ties between the shipping and fishing industries of Cuba and the United States. After Fidel Castro's rise to power, the resultant massive immigration brought to the area the overwhelming majority of Cuba's merchants and professionals, among others. They arrived in South Florida with few assets, but with a common sense of survival and many of their personal and business networks at least partially intact. The greatest problem was the lack of English language ability, and only those few who knew some English were able to overcome rapidly the shock of displacement.

Fortunately, Cuban refugees were able to take advantage of refugee assistance, which included housing subsidies, vocational training, English language classes, and grants for relocation. However, upon completion of English language classes, many Cubans found that only menial jobs were readily available, which they accepted for lack of alternatives.

Dissatisfied with this situation, Cuban merchants and businessmen set out to establish their own economic base. Using old networks and government programs, they diversified the Miami economy in real estate, banking, communications, professional services, and general commerce. It is a success story of which Cubans can be justifiably proud.

The Cubans who arrived in Miami were largely an urban and well-educated population. Being better educated, they quickly outpaced the Blacks, Puerto Ricans, and Mexican Americans in the area. Cubans also, however, appeared to threaten the local and largely retired White community, producing a backlash. But Cubans are now moving from traditional Cuban neighborhoods into suburbia and into new neighborhoods where few Cubans lived five or 10 years ago.

There are now three groups of Cubans residing in Miami. The original migrants from the 1960s today are middle-aged to elderly and represent the spine of the Cuban community. This is the successful and industrious class that has remade Miami into an image of its homeland. This group tends to be politically conservative and continues to have strong images of Cuba. The second group represents their children whose Cuban identity has been Americanized through the school system, English language media, and everyday life. Because of the educational background of their parents, this group could become the best-educated Hispanic group in the United States; it represents a potentially powerful middle class. However, the members of this group have had no direct contact with their parents' homeland, and it is likely that their attitudes regarding Cuba are less intense than those of the previous generation. The third group are the Mariel entrants. Arriving in 1980, they comprise both emigres who wish to leave Cuba and others pressured by the Cuban government. These immigrants have spent much of their lives living under a separate governmental system. The integration of this cohort has progressed more slowly than earlier groups.

Today, Miami is the center of much of the international commerce linking Latin America to the United States. It is the center of the Cuban presence in the United States and is also one of the urban areas most influenced by a broad spectrum of Latin American cultures.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Dade Co. Totals:	1,262,275	77.6	280,434	17.2	1,727	0.1	12,264	0.8	580,994	35.7	1,625,781	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B11 (Florida).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussions.

The dramatic increase in the Hispanic population in the Miami area observed in the '70s is not likely to recur in the 1980s. The growth was largely due to a return migration of the Cuban population from other parts of the country and to the mass arrival of immigrants from Mariel, Cuba. These new populations almost doubled the Miami area Hispanic population.

As shown in the *SMSA Population* chart, Hispanics are by far the largest ethnic group in the Miami metropolitan area. In 1980 the Hispanic population was roughly double the Black population. As the *Growth Projections* chart shows, Hispanics were the fastest growing segment of the population, growing at almost four times the rate of the overall population. Both straight-line projections and more conservative projections, at one-half the 1970-1980 growth rate, are shown for the Hispanic population. The more conservative projections estimate that the Hispanic population will be 737,036 in 1985 and 893,078 in 1990. Assuming reasonable growth rates for Miami's population subgroups, Hispanics will continue to be the largest ethnic group for the foreseeable future. For the reasons noted below, the probable undercount of Hispanics in the area, and therefore of these estimates, is 5 percent.

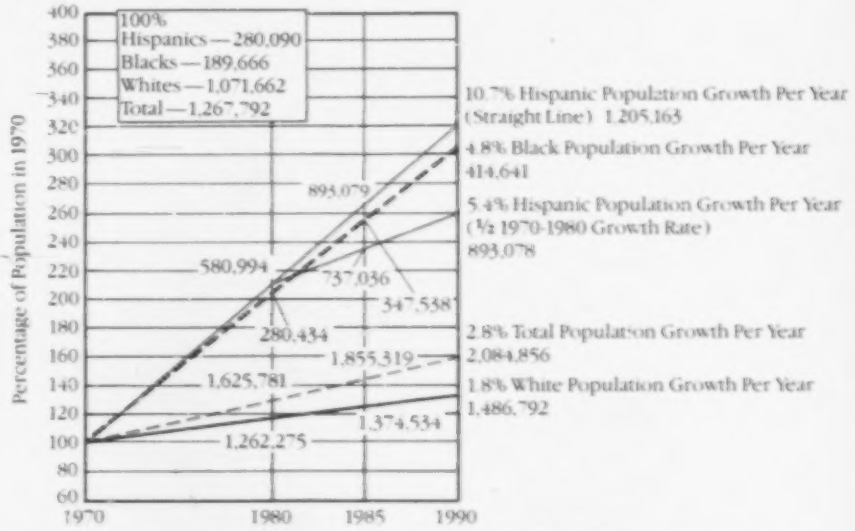
The Hispanic population of the Miami SMSA is primarily of Cuban ancestry (70.1 percent). In addition, 19.9 and 2.3 percent are of other Spanish* and Mexican ancestry respectively, and 7.7 percent are Puerto Rican.

The Hispanics of the Miami SMSA were reported by the Census to be mostly concentrated within the White racial group (87.4 percent); 1.9 percent and 10.7 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

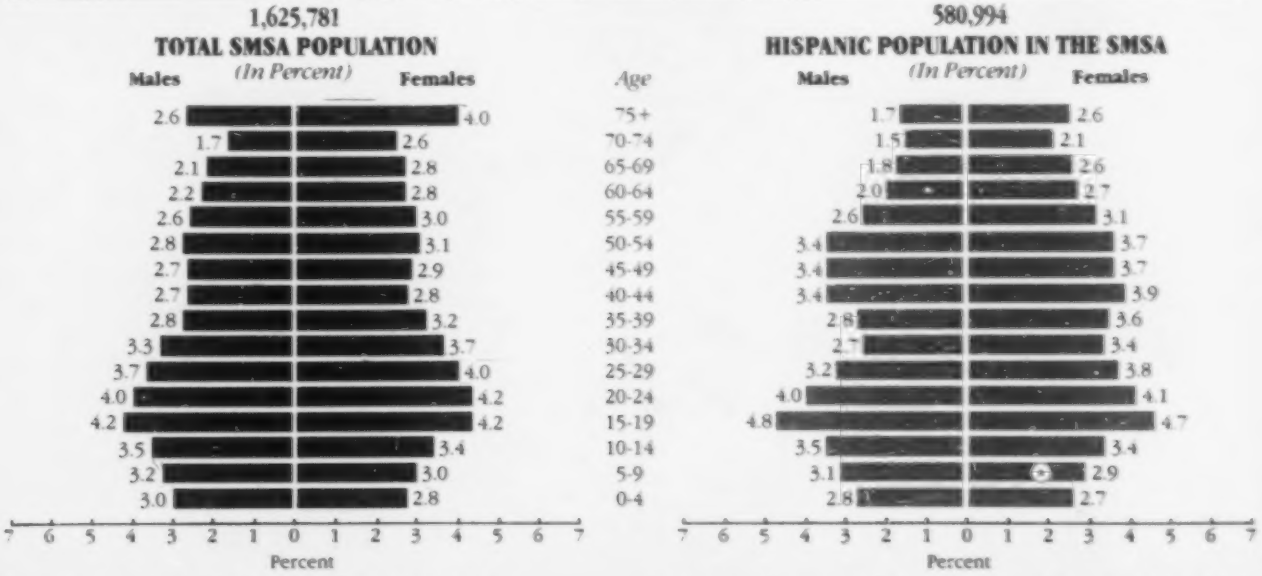
1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980. Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B11 (Florida). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B11 (Florida).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

Unlike the usual age pyramids for Hispanics which have a skyscraper or Christmas tree appearance, the pyramid for Hispanics in Miami is unique. It reflects an adult population, with a significant proportion of elderly persons. The bulges in the pyramid indicate the waves of immigration experienced locally. In Miami, the Hispanic population is more like the total population in age distribution than is the case in the other major U.S. Hispanic markets.

INCOME

Hispanic income levels are fairly high with a rather broad range, shown by the difference between the median and mean income levels. Both mean and median family income levels for Hispanics are significantly higher than for the second largest ethnic group (Blacks). The percentage of Hispanics below the poverty level is only slightly higher than for the total population. Mean family income figures are undoubtedly reduced by the relatively higher proportion of elderly persons living in the Miami SMSA.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,739	$20,338	11.1%
Blacks	$16,203	$12,792	29.5%
American Indians, Eskimos, and Aleuts	$24,973	$19,844	17.7%
Asians and Pacific Islanders	$24,374	$18,832	15.1%
Hispanics	$20,529	$16,359	16.9%
Total Population	$23,846	$18,718	15.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-11 (Florida).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Miami has one of the nation's highest proportions of highly educated Hispanics (28 percent). Coupled with a lower proportion of persons with less than a high school education, Miami has a well-educated base from which to propel Hispanics into the upper levels of the occupational strata. In percentage terms, almost as many Hispanics have completed at least one year of college as have members of the total population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	181,629	21.2	40,704	29.4	171	14.4	1,432	16.7	135,131	36.4	244,258	23.3
1-3 Yrs. High School	97,985	11.5	29,391	21.2	193	16.3	896	10.5	37,162	10.0	133,239	12.7
4 Yrs. High School	268,063	31.3	37,765	27.3	423	35.7	2,451	28.6	95,503	25.7	319,136	30.4
1-3 Yrs. College	150,590	17.6	19,026	13.7	226	19.1	1,287	15.0	52,794	14.2	176,133	16.8
4 or More Yrs. College	157,364	18.4	11,519	8.3	173	14.6	2,491	29.1	50,197	13.6	175,795	16.8
Totals	855,629	100.0	138,405	99.9	1,186	100.1	8,557	99.9	370,797	99.9	1,048,561	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-11 (Florida).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Virtually all Hispanics in Miami speak Spanish at home and the majority is bilingual. Given the high proportion of foreign-born population, this is not surprising. It should be noted that a few non-Hispanics also report speaking Spanish in their homes. Miami is one of the nation's most bilingual and heavily concentrated areas of Spanish language usage. Those 5-17 years of age are relatively more bilingual than are those 18 and over.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**172,134**	**58.1**	**702,636**	**56.8**	**874,770**	**57.1**
Speak Spanish at Home	114,140	38.6	442,774	35.8	556,914	36.3
Speak English Well Or Very Well	100,710	34.0	249,958	20.2	350,668	22.9
Speak English Not Well or Not at All	13,430	4.5	192,816	15.6	206,246	13.5
Speak Other Language at Home	**9,750**	**3.3**	**90,852**	**7.3**	**100,602**	**6.6**
Totals	**296,024**	**100.0**	**1,236,262**	**100.0**	**1,532,286**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-11 (Florida)

THE MIAMI ADI

The Miami Area of Dominant Influence (ADI) consists of the three counties shown below and has a total population of 2,707,169, of which 628,468 or 23.2 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Broward	1,018,200	40,515
Dade	1,625,781	580,994
Monroe	63,188	7,159
Totals 3 Counties	2,707,169	628,468

Source: ADI Definition—*Broadcasting Cablecasting Yearbook* 1985, Storer Communications. Population from U.S. Census Report PC80-1-B11 (Florida)

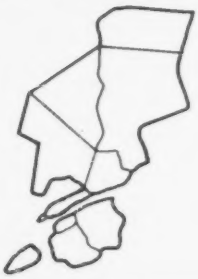
ACCURACY OF THE LOCAL CENSUS

The Census effort in Miami was average. What began as an excellent effort was troubled by events beyond the control of the Census office. Local officials and Census employees cooperated in preparing and launching the census. However, a month into the effort, a local police incident resulted in a week-long public disturbance in the Northwest area of Miami. While the location of the disturbance hurt the enumeration of the Black population more than that of Hispanics, this incident created tension and morale problems in the Census offices. Enumerators became concerned about their safety. One Census office was located on the edge of Liberty City, and several top supervisors and enumerators asked to be transferred to other offices.

The probable undercount of Hispanics in Miami was about 5 percent.

NEW YORK

THE NEW YORK, NEW YORK SMSA*



The New York SMSA consists of Bergen County in New Jersey, and Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties in New York. In 1980 the total SMSA population was 9,120,346. Hispanics totaled 1,493,148, or 16.4 percent. The New York ADI, defined below, is the second largest U.S. Hispanic market, with a total of 2,063,007 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE NEW YORK SMSA

New York's Hispanics are diplomats, publishers, film makers, transit workers, bell hops, medical students, janitors. In short, New York Hispanics are found throughout the full socioeconomic spectrum.

Although Hispanics first arrived in New York many decades ago, the city continues to be a major port of entry for Hispanics. Significant numbers of Puerto Ricans—American citizens by birth—have arrived in the city since World War II; for many, the New York job market is preferred to Puerto Rico's staggering unemployment rates, and New York's schools, colleges, and universities bring others.

For Puerto Ricans, the first concentrated areas of residence in New York were East Harlem, the Lower East Side in Manhattan, and neighborhoods near the docks in Brooklyn. In time, the South Bronx would grow to be New York's largest Puerto Rican community, which now also has the dubious distinction of containing the nation's least affluent congressional district.

Today, while Puerto Ricans are still the predominant Hispanic group, it is the non-Puerto Rican Hispanic population which has been growing most rapidly. Large numbers of Cubans, Peruvians, Ecuadorians, and especially Dominicans and Colombians now live in the city. The largest Dominican communities are in the Washington Heights and Upper West Side areas of Manhattan, as well as in the Corona area of Queens. Colombian and other South American communities can be found in the Jackson Heights and surrounding neighborhoods in Queens. Cubans live in a variety of neighborhoods, but particularly in Manhattan and Queens, while Central Americans tend to live in Manhattan and Brooklyn. Unlike Hispanics in other metropolitan areas, only about 6 percent of the New York metropolitan area's Hispanics live in the suburbs.

The various Hispanic groups differ in socioeconomic status. Puerto Ricans and Dominicans have a relatively low status in education and occupation, although there is a sizable jump in occupational status between first and second generation Dominicans. New York's other Hispanics, South and Central Americans and Cubans, rank relatively high in educational and occupational status. Many of these Hispanics, however, come from middle and upper-middle class backgrounds in their native countries, and often experience some downward mobility upon entering this country.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Total Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Bergen Co. (NJ)	784,834	92.8	33,043	3.9	706	0.1	19,723	2.3	28,514	3.4	845,385	9.3
Bronx Co.	554,046	47.4	371,926	31.8	2,409	0.2	15,163	1.3	396,353	33.9	1,168,972	12.8
Kings Co.	1,249,486	56.0	722,812	32.4	3,182	0.2	42,965	1.9	392,118	17.6	2,230,936	24.5
New York Co.	841,204	58.9	309,854	21.7	3,036	0.2	72,884	5.1	336,247	23.5	1,428,285	15.7
Putnam Co.	76,091	98.6	417	0.5	34	0.0	389	0.5	1,272	1.6	77,193	0.8
Queens Co.	1,335,805	70.6	354,129	18.7	2,814	0.1	93,780	10.5	262,422	13.9	1,891,325	20.7
Richmond Co.	313,534	89.0	25,616	7.3	383	0.1	6,709	1.9	18,884	5.4	352,121	3.9
Rockland Co.	232,666	89.6	18,016	6.9	556	0.2	4,301	1.7	11,772	4.5	259,530	2.8
Westchester Co.	729,831	84.2	104,815	12.1	722	0.1	15,126	1.7	45,566	5.3	866,599	9.5
Totals	6,117,497	67.1	1,940,628	21.3	13,842	0.2	271,040	4.1	1,493,148	16.4	9,120,346	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B34 (New York).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The 1,493,148 Hispanics living in the New York SMSA are highly concentrated in Bronx, Kings, New York and Queens Counties. Hispanics represent the second largest minority population subgroup, behind only the SMSA's Black population of 1,940,628.

While the New York population has begun to decrease, the Hispanic population continues to increase due to fertility and migration from Latin America, Puerto Rico, and other parts of the U.S. As the *Growth Projections* chart shows, Hispanics are the fastest growing subgroup in the SMSA, increasing at the rate of 2.0 percent per year. This is more than double the rate of increase in the Black population and is particularly impressive considering that the SMSA's White and total populations decreased from 1970 to 1980. If these growth rates continue, the Hispanic population will reach 1,638,933 in 1985, and 1,784,718 or 21.4 percent of the total population by 1990. It also should be noted that, for the reasons discussed below, these estimates could be as much as 11 percent too low.

The majority (59.8 percent) of the New York SMSA's Hispanic population are Puerto Rican. Other Spanish* (33.7 percent), those of Cuban ancestry (4.8 percent), and those of Mexican ancestry (1.8 percent) round out the New York Hispanic population.

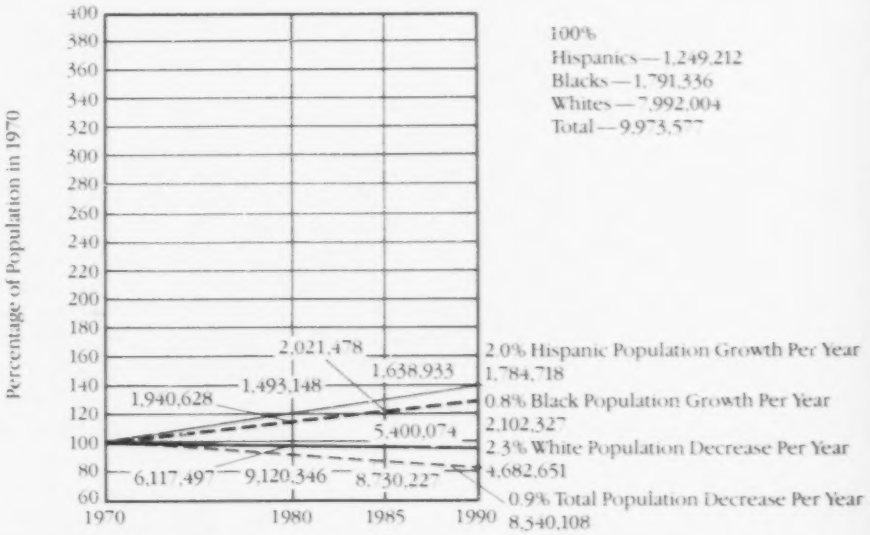
The Hispanics of the New York SMSA were reported by the Census to be mostly concentrated within the "other races" category (47.6 percent); 46.1 percent and 6.3 percent were reported within the White and Black racial groups respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

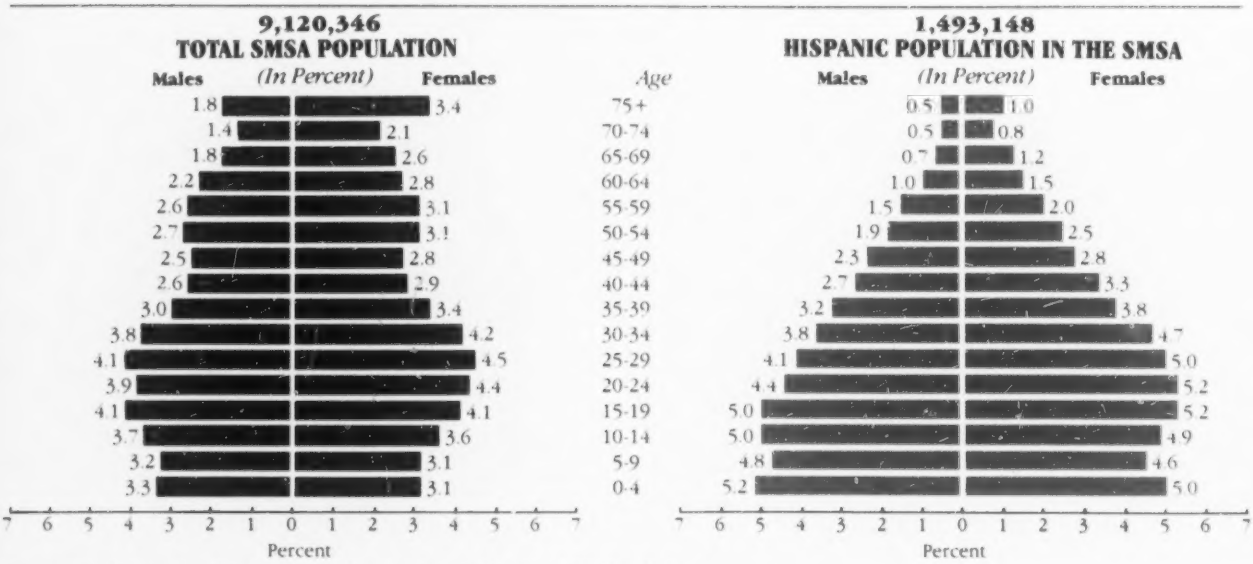
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B34 (New York). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The Hispanic population of the New York SMSA is youthful. This is due to the greater fertility of Hispanics as well as continued immigration from the Caribbean and Latin America which has particularly increased the number of those aged 10-24. Moreover, in the past decade or so, there has been a return migration of older Puerto Ricans to the island, while the intermittent movement of young Puerto Rican adults from the island to the mainland has continued, due to employment and family concerns. Relative to the total population of the SMSA, the youthfulness of the Hispanic population is particularly striking in the under-25 age groups; 49.3 percent of all Hispanics in the SMSA are under 25, compared to 36.5 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B34 (New York).
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Given the higher cost of living in the New York metropolitan area, Hispanic income levels are tragically low. With a mean family income of $13,520 in 1979, Hispanics were by far the least well-off economically. Not surprisingly, the percentage of Hispanics found to be below the poverty level in 1979 was more than double that of the total population and nearly four times the level of Whites. Income levels of New York Hispanics are significantly behind income levels of their group nationally.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$27,471	$23,208	10.8%
Blacks	$16,505	$12,407	28.6%
American Indians, Eskimos, and Aleuts	$16,622	$13,077	25.8%
Asians and Pacific Islanders	$21,832	$18,024	16.1%
Hispanics	$13,520	$10,347	39.3%
Total Population	$23,882	$19,794	17.4%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-34 (New York).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

As in other cities, about 17 percent of the Hispanic population has some college education, close to the national average for Hispanics. On the other hand, the vast majority (about 60 percent, slightly higher than the national average) has less than a high school education. Thus, only a few appear to have the education to break into the

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	823,895	19.6	214,879	20.2	1,837	20.5	39,737	22.5	298,931	39.3	1,227,828	21.2
1-3 Yrs. High School	570,046	13.5	230,188	21.6	1,899	21.2	14,776	8.4	151,400	19.9	887,339	15.3
4 Yrs. High School	1,324,650	31.5	369,161	34.7	2,541	28.3	32,617	18.4	184,855	24.3	1,800,487	31.1
1-3 Yrs. College	552,934	13.1	157,176	14.8	1,616	18.0	23,008	13.0	76,421	10.1	762,252	13.2
4 or More Yrs. College	935,477	22.2	93,907	8.8	1,079	12.0	66,678	37.7	48,693	6.4	1,111,148	19.2
Totals	4,207,002	99.9	1,065,311	100.1	8,972	100.0	176,816	100.0	760,300	100.0	5,789,054	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-34 (New York).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

white collar occupations where wages are relatively high. Overall, the Hispanics of New York lag behind the other population subgroups and the total population in terms of educational attainment.

THE USE OF SPANISH LANGUAGE

Most Hispanics in New York speak Spanish at home, and about two-thirds speak English well or very well. A large number (347,659) of New York's Hispanics are monolingual (Spanish). The vast majority of these are concentrated in the 18-and-over population, indicating that the younger group is relatively more bilingual.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**1,183,211**	**69.2**	**4,689,535**	**68.6**	**5,872,746**	**68.7**
Speak Spanish at Home	343,039	20.1	933,237	13.7	1,276,276	14.9
Speak English Well or Very Well	297,062	17.4	631,555	9.2	928,617	10.9
Speak English Not Well or Not at All	45,977	2.7	301,682	4.4	347,659	4.1
Speak Other Language at Home	**182,517**	**10.7**	**1,212,150**	**17.7**	**1,394,667**	**16.3**
Totals	**1,708,767**	**100.0**	**6,834,922**	**100.0**	**8,543,689**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-34 (New York).

THE NEW YORK ADI

The New York Area of Dominant Influence (ADI) consists of the 28 counties shown below and has a total population of 17,898,654, of which 2,063,007 or 11.5 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Fairfield CT	807,143	45,112
Bergen NJ	845,385	28,514
Essex NJ	851,116	76,584
Hudson NJ	556,972	145,165
Hunterdon NJ	87,361	908
Middlesex NJ	595,893	34,158
Monmouth NJ	503,173	12,915
Morris NJ	407,630	10,952
Ocean NJ	346,038	8,444
Passaic NJ	447,585	82,125
Somerset NJ	203,129	4,080
Sussex NJ	116,119	1,764
Union NJ	504,094	40,756
Bronx NY	1,168,972	396,553
Dutchess NY	245,055	5,853
Kings NY	2,230,936	392,118
Nassau NY	1,321,582	43,286
New York NY	1,428,285	336,247
Orange NY	259,603	11,260
Putnam NY	77,193	1,272
Queens NY	1,891,325	202,422
Richmond NY	352,121	18,884
Rockland NY	259,530	11,772
Suffolk NY	1,284,231	58,089
Sullivan NY	65,155	2,050
Ulster NY	158,158	4,931
Westchester NY	866,599	45,566
Pike PA	18,271	245
Totals: 28 Counties	17,898,654	2,063,007

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985, Storer Communications. Population from U.S. Census Reports PC 80-1-B34 (New York), PC80-1-B8 (Connecticut), PC80-1-B32 (New Jersey), and PC80-1-B40 (Pennsylvania).

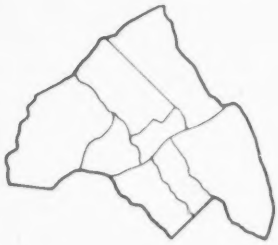
ACCURACY OF THE LOCAL CENSUS

The Census effort in New York was mixed. Like other major metropolitan areas of the country, the responsibility for enumeration was spread among several Census offices. The New York Census offices encountered many difficulties, particularly in the South Bronx, some parts of Brooklyn, and also parts of Queens and Harlem. In each case, the problems were distinct and the ethnic composition differently mixed. The individual offices involved therefore adapted differently. It is not easy to quantify these distinct efforts, but three factors cannot be overlooked. First, the New York situation was one of the most difficult, but had one of the least able staffs. Secondly, a fire in one office destroyed all the forms at the end of the Census period. Immediately, an effort was launched to re-enumerate the area affected, but the second effort was undertaken in only three weeks. Finally, there were never sufficient numbers of bilingual enumerators.

Probable undercount of Hispanics in New York: 11 percent with a range from seven to 18 percent.

PHILADELPHIA

THE PHILADELPHIA, PENNSYLVANIA SMSA*



The Philadelphia SMSA consists of Burlington, Camden, and Gloucester Counties in New Jersey, and Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in Pennsylvania. In 1980 the total SMSA population was 4,716,818. Hispanics totaled 116,280, or 2.5 percent. The Philadelphia ADI, defined below, is the 18th largest U.S. Hispanic market, with a total of 182,620 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE PHILADELPHIA SMSA

To some, the City of Philadelphia appears to be an unlikely place to find Hispanics. However, persons of Hispanic origin have lived in eastern Pennsylvania since the early part of the century when the demand for labor in the steel and iron industry attracted Hispanic migration to the area.

The Hispanic steel workers in Bethlehem, Allentown, Reading and Pottstown, many of whom were of Mexican origin, found highly paid (and highly dangerous) jobs which provided them with relatively stable economic status. Over time, many of the children of these steel workers began to migrate to Philadelphia where the job structure was more varied. These longer-term residents of the area merged with the newer Puerto Rican arrivals, many of whom found Philadelphia a more centralized location for the East Coast stream of migrant laborers of which they were a part.

While there are a couple of identifiable Hispanic neighborhoods, generally speaking the Hispanic population is dispersed.

By a considerable margin, Hispanics in the area are more economically deprived than Hispanics in most other markets; only the McAllen and New York areas have higher percentages of Hispanics below the poverty level.

HISPANIC POPULATION AND GROWTH

Hispanics comprise a small but growing population in the Philadelphia region. What was first a spillover from the New York metropolitan area has developed into a stable population base. At a time when the overall growth of the city has stabilized, the Hispanic population growth is strong. As the *Growth Projections* chart shows, the Hispanic population is the fastest growing segment of the SMSA's total population, increasing at the rate of 4.7 percent per year. The second largest minority population (behind the 884,405 Blacks), the Hispanic population is pro-

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Burlington Co. NJ	306,987	84.7	45,471	12.5	516	0.1	4,513	1.2	8,658	2.4	362,542	7.7
Camden Co. NJ	383,245	81.3	67,232	14.3	549	0.1	5,036	1.1	20,626	4.4	471,650	10.0
Gloucester Co. NJ	180,281	90.2	16,936	8.5	303	0.2	1,052	0.5	2,407	1.2	199,917	4.2
Bucks Co. PA	460,493	96.1	11,950	2.5	499	0.1	3,572	0.7	5,084	1.2	479,211	10.2
Chester Co. PA	288,302	91.0	23,085	7.3	263	0.1	1,787	0.6	5,738	1.8	316,660	6.7
Delaware Co. PA	498,447	89.8	49,989	9.0	379	0.1	4,220	0.8	4,206	0.8	555,007	11.8
Montgomery Co. PA	602,543	93.6	30,864	4.8	486	0.1	7,438	1.2	5,391	0.8	643,621	13.6
Philadelphia Co. PA	983,084	58.2	638,878	37.8	2,325	0.1	17,764	1.1	63,570	3.8	1,688,210	35.8
Totals	3,703,382	78.5	884,405	18.8	5,320	0.1	45,382	1.0	116,280	2.5	4,716,818	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B40 (Pennsylvania).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

jected to reach 143,593 by 1985, and 170,906 by 1990. This rapid growth contrasts with the marginal growth of the Black population (0.5 percent per year) and the actual declines of the White (0.6 percent per year) and total (0.2 percent per year) populations.

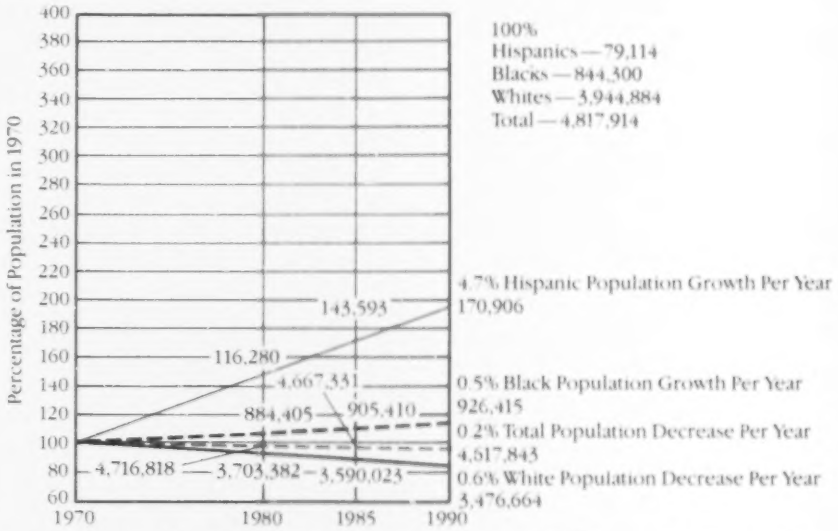
As noted below, the Hispanic population may be undercounted by as much as four percent. Philadelphia's Hispanics are mostly Puerto Rican (68.4 percent), with those of Mexican (7.3 percent), Cuban (4.0 percent), and other Spanish (20.2 percent) ancestry* completing the group. The Hispanics of the Philadelphia SMSA were reported by the Census to be most concentrated within the "other races" group (54.9 percent); 38.0 percent and 7.1 percent were reported within the White and Black racial groups respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.

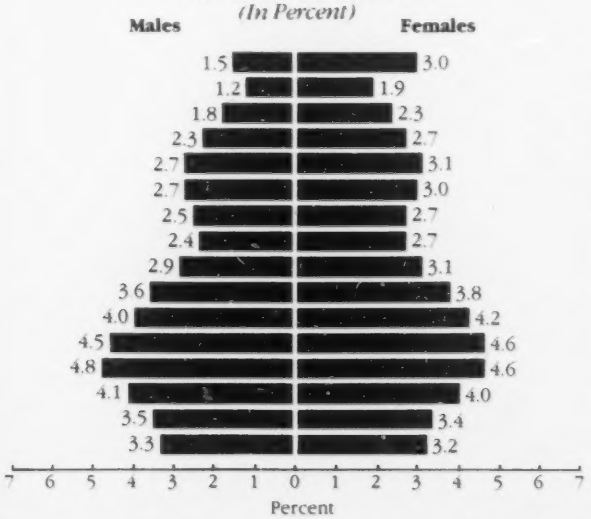


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B40 (Pennsylvania). Refer to the Technical Appendix for a discussion on how the above projections were developed.

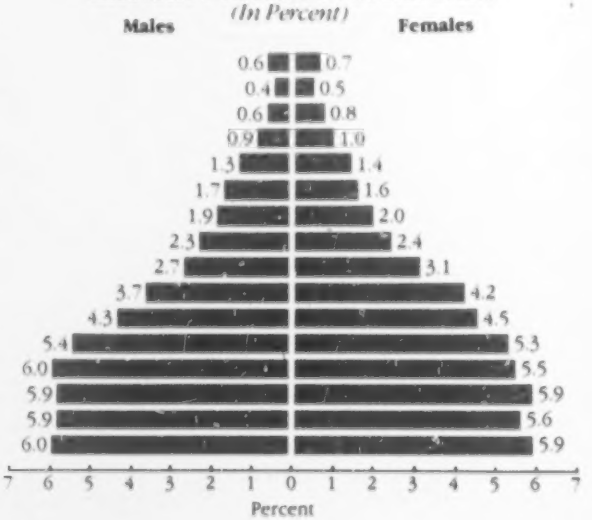
AGE AND SEX DISTRIBUTIONS

Hispanics in the area are a youthful and growing population. Most of the growth is due to fertility, but there are indications of a small in-migration of working age Hispanics as well. As may be seen by the population pyramids, the Hispanic population is much more highly concentrated in the younger age groups relative to the total population of the Philadelphia SMSA. While slightly over half (55.6 percent) of the total population is under 35, three-fourths (74.1 percent) of the area's Hispanic population is under 35.

4,716,818
TOTAL SMSA POPULATION
(In Percent)



116,280
HISPANIC POPULATION IN THE SMSA
(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B40 (Pennsylvania).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels of Hispanics are low in the Philadelphia SMSA, particularly when one considers the cost of living in the Northeast. Hispanic poverty levels are extremely high, with the median income level just above the poverty line.

Specifically, the $17,050 mean family income and $13,287 median family income of Hispanics are below the national figures for the group. Concurrently, almost one of every three (33.5 percent) Hispanics in the SMSA was found to be below the poverty level in 1979. With the exception of Blacks, the economic plight of Philadelphia's Hispanics does not carry over to the other population subgroups. Whites and the total population are better off than their respective groups nationally regarding mean family income, median family income, and the percent of persons below the poverty level.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$26,474	$23,246	7.1%
Blacks	$15,748	$13,166	30.2%
American Indians, Eskimos, and Aleuts	$21,047	$16,473	22.1%
Asians and Pacific Islanders	$29,796	$26,867	18.8%
Hispanics	$17,050	$13,287	33.5%
Total Population	$24,598	$21,489	12.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-40 (Pennsylvania).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Related to the lower income status of Hispanics in the Philadelphia SMSA is the low level of educational attainment for the group. Over 54 percent of the area's Hispanics (25 and older) have less than a high school education; 22.2 percent have had at least some college. These figures are slightly better than the averages for Hispanics nationally and are generally well behind the total population and all other population subgroups in the SMSA.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	340,850	14.8	100,752	21.3	511	14.3	4,047	14.5	17,947	35.9	457,490	16.1
1-3 Yrs. High School	370,968	16.1	126,352	26.7	767	21.5	2,330	8.3	9,450	18.9	505,410	17.8
4 Yrs. High School	871,649	37.8	162,142	34.2	1,241	34.7	5,917	21.2	12,500	25.0	1,046,092	36.9
1-3 Yrs. College	289,307	12.6	51,827	10.9	717	20.1	3,511	12.6	4,740	9.5	346,891	12.2
4 or More Yrs. College	430,937	18.7	32,456	6.9	338	9.5	12,123	43.4	5,351	10.7	477,126	16.8
Totals	2,303,711	100.0	473,529	100.0	3,574	100.1	27,928	100.0	49,974	100.0	2,833,009	99.8

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-40 (Pennsylvania).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

The vast majority of Philadelphia's Hispanics speak Spanish at home. Of those 5 years of age or older in Philadelphia, 101,957 speak Spanish at home. However, most of these (80,930) speak English well or very well, while 21,027 speak English not well or not at all. Thus, Hispanics in Philadelphia are mostly bilingual, with only a small minority being Spanish monolingual. This is undoubtedly related to the youthfulness of the population in that the 5-17 age group generally tends to be more bilingual than the 18 and over population.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**909,950**	**93.2**	**3,114,525**	**90.6**	**4,024,475**	**91.2**
Speak Spanish at Home	32,646	3.3	69,311	2.0	101,957	2.3
Speak English Well or Very Well	28,265	2.9	52,665	1.5	80,930	1.8
Speak English Not Well or Not at All	4,381	0.4	16,646	0.5	21,027	0.5
Speak Other Language at Home	**33,242**	**3.4**	**252,491**	**7.3**	**285,733**	**6.5**
Totals	**975,838**	**100.0**	**3,436,327**	**100.0**	**4,412,165**	**100.0**

Source: CTI aggregations of data drawn from U. S. Census Report PHC80-S2-40 (Pennsylvania).

THE PHILADELPHIA ADI

The Philadelphia Area of Dominant Influence (ADI) consists of the 20 counties shown below and has a total population of 6,959,056, of which 182,620 or 2.6 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Kent DE	98,219	1,729
New Castle DE	398,115	7,108
Atlantic NJ	194,119	7,500
Burlington NJ	362,542	8,658
Camden NJ	471,650	20,626
Cape May NJ	82,266	1,190
Cumberland NJ	132,866	12,525
Gloucester NJ	199,917	2,407
Mercer NJ	307,863	10,580
Salem NJ	64,676	1,005
Warren NJ	84,429	961
Berks PA	312,509	9,013
Bucks PA	479,211	5,684
Chester PA	316,660	5,738
Delaware PA	555,007	4,200
Lehigh PA	272,349	7,028
Monroe PA	69,409	552
Montgomery PA	643,621	5,391
Northampton PA	225,418	7,059
Philadelphia PA	1,688,210	63,570
Totals 20 Counties	6,959,056	182,620

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985. Storer Communications. Population from U. S. Census Reports PC80-1-B40 (Pennsylvania), PC80-1-B9 (Delaware), and PC80-1-B52 (New Jersey).

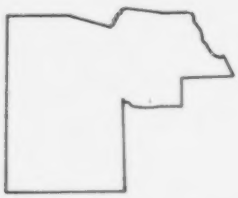
ACCURACY OF THE LOCAL CENSUS

The Census effort in Philadelphia was slightly above average. Given the concern for the consequences of an undercount, city officials provided ample opportunities for Census officials to promote and encourage participation in the Census. More importantly, the city of Camden, just across the river, had been one of the test sites for the 1980 Census. Many of the workers hired for the Camden test returned to work on the Census and thus provided an experienced and trained workforce. While more bilingual interviewers would have improved the enumeration, the final results were a significant improvement over the 1970 Census effort.

Probable undercount of Hispanics in Philadelphia: 4 percent.

PHOENIX

THE PHOENIX, ARIZONA SMSA*



The Phoenix SMSA consists of Maricopa County. In 1980 the total SMSA population was 1,509,052. Hispanics totaled 199,003, or 13.2 percent. The Phoenix ADI, defined below, is the 13th largest U.S. Hispanic market, with a total of 269,598 Hispanics.

*Standard Metropolitan Statistical Area
Please refer to Technical Appendix for definition

SOCIOECONOMIC STATUS OF HISPANICS IN THE PHOENIX, SMSA

When speaking of the dramatic and impressive growth of the sunbelt, Phoenix is almost always cited as an example. Hispanics in Phoenix in the 1950s and '60s looked to California for employment opportunities, and Hispanic migration from Arizona to Southern California was large. In the 1980s this trend has changed as a result of the opportunities now offered by Phoenix.

The phenomenal growth of Phoenix has both directly and indirectly benefited the Hispanics of the area. The construction industry has increased the demand for skilled and semi-skilled Hispanic laborers. Many Hispanics have experienced upward mobility in this sector and have improved their social and economic status.

The City of Phoenix has been growing as a result of the expansion of its economic base. Among the sectors which have grown dramatically is the service sector, which continues to have a high concentration of Hispanic workers.

Many of the Hispanics in Phoenix are on the periphery of the booming economy. Other than the construction and restaurant sectors, the vast majority of the jobs being developed require a minimum of several years of college. Phoenix has been particularly successful in attracting high-tech industries, such as computer companies, which generate many jobs. Unfortunately, because of low educational attainment, many Hispanics in Phoenix have not been integrated into its new booming economy.

Still, Phoenix has proved to be a magnet for young, educated Hispanics, and a strong Hispanic middle class is emerging.

HISPANIC POPULATION AND GROWTH

The Phoenix SMSA registered substantial overall population growth between 1970 and 1980. From 967,522 the SMSA grew by 56 percent to a total population of 1,509,052. Excluding Whites, Hispanics are by far the largest population subgroup, comprising 13.2 percent or 199,003 of the total.

As the *Growth Projections* chart indicates, all major population subgroups grew rapidly from 1970 to 1980, led by Hispanics. The Hispanic population grew by 77 percent, Blacks by 46 percent, and Whites by 43 percent. Based on a continuation of this growth, which does appear likely, projections suggest that by 1990 the Phoenix total and Hispanic populations will reach 2,353,681 and 352,882 respectively. Projections for 1985 place the total and Hispanic populations at 1,931,367 and 275,943 respectively. It should be noted that these projections may be undercounted by as much as five percent for the reasons described below.

Phoenix is growing rapidly, due to continued in-migration and immigration. The even more rapid growth of the Hispanic subgroup is particularly impressive because it represents growth due not only to migration but also to the subgroup's higher fertility rate. The Hispanics of the Phoenix SMSA are primarily of Mexican ancestry (89.2 percent); 9.4 and 0.3 percent are of other Spanish* and Cuban ancestry, respectively, while 1.1 percent are Puerto Rican.

The Hispanics of the Phoenix SMSA

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Maricopa Co. Totals:	1,307,455	86.6	48,113	3.2	22,903	1.5	13,119	0.9	199,003	13.2	1,509,052	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B4 (Arizona).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

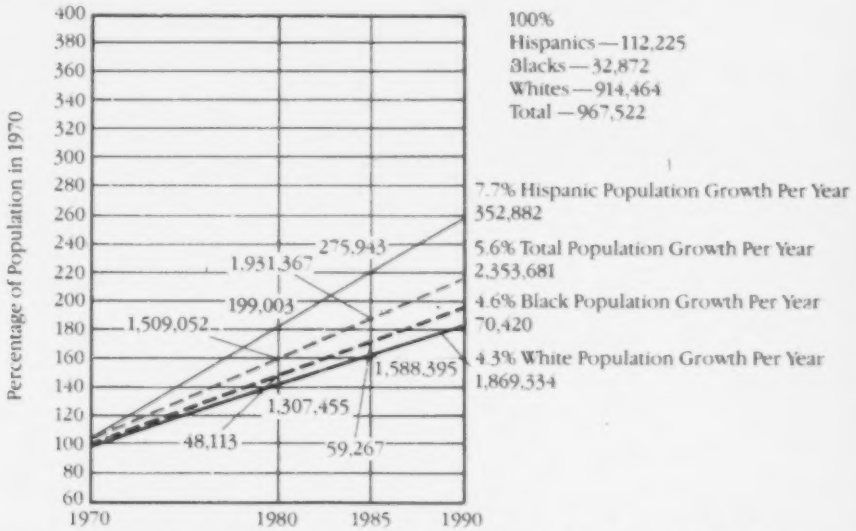
were reported by the Census to fall mostly within the "other races" group (57.8 percent), although as noted above, the vast majority are of Mexican ancestry; 41.7 percent and 0.5 percent were classified as White and Black, respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B4 (Arizona). Refer to the Technical Appendix for a discussion on how the above projections were developed.

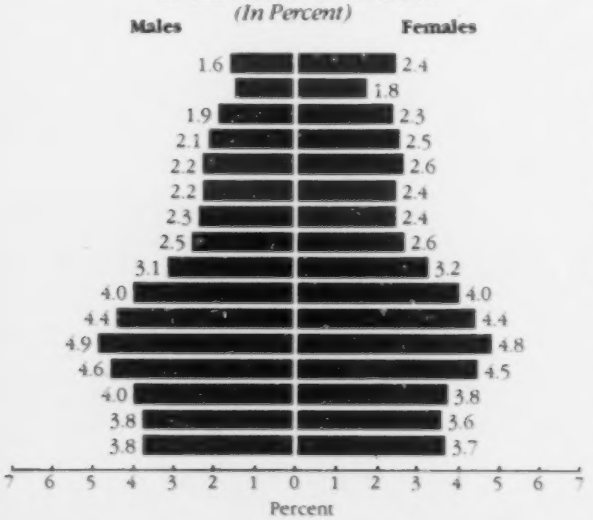
AGE AND SEX DISTRIBUTIONS

The age and sex distributions shown are for the Hispanic and total populations of the Phoenix SMSA. They verify the relative youthfulness and rapid growth of the Hispanic population in the area. Over two-thirds (67.9 percent) of all Hispanics are under the age of 30, compared to 50.3 percent for the total population. The tremendous population growth resulting from the greater number of Hispanics found within the childbearing age group will lead to the increased importance of Hispanics in the Phoenix SMSA in the future.

1,509,052

TOTAL SMSA POPULATION

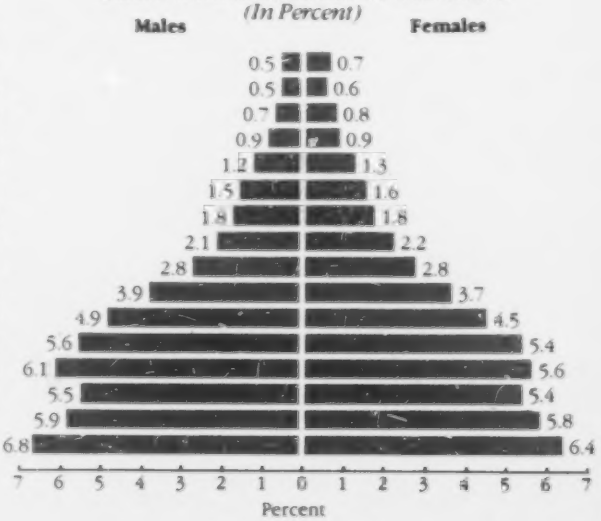
(In Percent)



199,003

HISPANIC POPULATION IN THE SMSA

(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B4 (Arizona).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels registered for the Phoenix SMSA by the Census were close to the national averages. Mean family incomes for the total population, Hispanics, and Whites in Phoenix were all similar to the national figures. For example, Hispanics nationally registered a mean family income of $17,360, compared to $17,426 for Hispanic families in the Phoenix SMSA. Considering the large number of retired persons living on fixed incomes in the area, the income levels in Phoenix are relatively high. However, it should be recognized that the greatest income differences between the total Phoenix population and Hispanics are in per capita incomes. While the income of a retired person is usually fixed, it often is used to support only one individual, whereas the family income for Hispanics typically must sustain a couple with two or more children.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,559	$21,078	8.5%
Blacks	$16,476	$14,216	27.4%
American Indians, Eskimos, and Aleuts	$16,140	$13,871	32.3%
Asians and Pacific Islanders	$23,478	$20,544	15.3%
Hispanics	$17,426	$15,058	21.8%
Total Population	$23,775	$20,480	10.5%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanics in the Phoenix SMSA lag behind the other population subgroups and total population with respect to educational attainment. Of those 25 and older, Hispanics have the highest percentage of those having completed only elementary school (42.2 percent). Hispanics also show the fewest who have completed at least some college; 12.3 percent of all Hispanics in the area have completed one to three years of college, compared to 21.8 percent of the total population. Only 6.0 percent of all Hispanics have completed four or more years of college, compared to 18.3 percent of the total population. These figures place Hispanic educational attainment in Phoenix behind the national averages for Hispanics and the overall U.S. population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	84,818	10.6	4,611	20.6	2,207	22.5	1,482	18.1	35,145	42.2	112,969	12.8
1-3 Yrs. High School	93,856	11.7	4,165	18.6	1,895	19.3	608	7.4	12,451	14.9	107,071	12.2
4 Yrs. High School	286,810	35.9	6,463	28.9	2,861	29.1	2,153	26.4	20,505	24.6	307,465	34.9
1-3 Yrs. College	179,471	22.5	4,789	21.4	2,063	21.0	1,543	18.9	10,266	12.3	192,183	21.8
4 or More Yrs. College	153,838	19.3	2,371	10.6	802	8.2	2,382	29.2	5,013	6.0	161,232	18.3
Totals	798,793	100.0	22,399	100.1	9,828	100.1	8,168	100.0	83,380	100.0	880,920	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Most Hispanics in Phoenix speak Spanish at home and the overwhelming majority is bilingual. It should be noted that in this part of the country, much of the American Indian population also speaks some Spanish as well as their own native tongues. Overall, in 1980 there were 142,768 individuals who spoke Spanish at home. Of these, 21,400 spoke English not well or not at all. The younger population (those 5-17) is slightly more bilingual than those 18 and over.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**267,308**	**85.8**	**931,784**	**85.9**	**1,199,092**	**85.9**
Speak Spanish at Home	37,346	12.0	105,422	9.7	142,768	10.2
Speak English Well or Very Well	33,343	10.7	88,025	8.1	121,368	8.7
Speak English Not Well or Not at All	4,003	1.3	17,397	1.6	21,400	1.5
Speak Other Language at Home	**6,857**	**2.2**	**47,695**	**4.4**	**54,552**	**3.9**
Totals	**311,511**	**100.0**	**1,084,901**	**100.0**	**1,396,412**	**100.0**

Source: CTI aggregations of data drawn from U. S. Census Report PHC80-S2-4 (Arizona).

THE PHOENIX ADI

The Phoenix Area of Dominant Influence (ADI) consists of the 11 counties shown below and has a total population of 1,966,445, of which 269,598 or 13.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Apache South AZ	11,298	1,681
Coconino AZ	75,008	7,815
Gila AZ	37,080	7,723
Graham AZ	22,862	5,457
Greenlee AZ	11,406	5,446
Maricopa AZ	1,509,052	199,003
Mohave AZ	55,865	2,148
Navajo AZ	67,629	4,538
Pinal AZ	90,918	26,752
Yavapai AZ	68,145	4,205
Riverside East CA	17,182	5,330
Totals 11 Counties	1,966,455	269,598

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U. S. Census Reports PC80-1-B4 (Arizona) and PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Phoenix was average. The city of Phoenix had grown dramatically over the past decade, and the address listing for the city lacked much of the newest housing development. While the low density of the area simplified the enumeration process, in the older parts of the city some physical restrictions to precise enumeration were encountered. At its outskirts, Phoenix streets often change into dirt trails which lead off into the desert to temporary housing. It is in these areas where the enumeration process often broke down.

With respect to the enumeration of Hispanics, one incident must be mentioned. Just two weeks prior to Census Day, April 1, the Border Patrol, seeking undocumented workers, engaged in a major raid on several restaurants. This event was of great concern to the Census Bureau, and local officials quickly attempted to emphasize the independent nature of the action by the Border Patrol and its lack of relation to the Census Bureau. Despite these efforts, the raids created suspicion and may have affected the mail-back response.

Probable undercount of Hispanics in Phoenix: 5 percent.

SACRAMENTO

THE SACRAMENTO, CALIFORNIA SMSA*

The Sacramento SMSA consists of Placer, Sacramento and Yolo Counties. In 1980 the total SMSA population was 1,014,002. Hispanics totaled 101,694, or 10.0 percent. The Sacramento ADI, defined below, is the 15th largest U.S. Hispanic market, with a total of 260,926 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SACRAMENTO SMSA

As the state capital, Sacramento and its SMSA have considerable importance in the state. Although agriculture is by far the most important industry in the three counties that constitute the SMSA, state and local governments employ a large segment of the labor force in the city of Sacramento and its immediate surroundings. A large part of the SMSA (parts of Sacramento County and most of Placer and Yolo counties) is dominated by medium to small communities surrounded by local agricultural zones. Most of these areas have been in intensive agricultural production for much of this century and they are generally characterized by well-established populations, a concentration of large land holdings, and a small number of families.

The public sector labor market in Sacramento, together with its state university and the nearby Davis campus of the University of California, produce and attract a sizable population of highly educated and mobile professionals. This phenomenon has produced substantial suburban growth which has encroached on nearby, older agricultural settlements.

The Hispanic population is of mostly Mexican origin, ranging from pre-20th century California families to recent immigrants from Mexico. A well-dispersed urban settlement of Mexican Americans is found in the central city. In addition, other concentrations are found dispersed throughout most parts of the city and metropolitan area.

Outside the immediate environs of Sacramento, but within the SMSA and ADI, are numerous well-established Mexican American communities. Hispanics in most of these communities have served mainly as laborers. More recently, small numbers of professionals can be found in many of these towns. As a result, additional advances in educational attainment and more broad-based labor force participation by Hispanics are expected. This will continue to improve the socioeconomic status of Hispanics throughout the Sacramento SMSA.

HISPANIC POPULATION AND GROWTH

The Hispanic population is the largest minority group in the Sacramento SMSA. Concentrated mainly in Sacramento County, the Hispanic population of 101,694 is approximately twice the size of the second largest group, the Black population, which totals 61,298. Hispanic population growth has been substantial in recent years. From 1970 to 1980, for example, the Hispanic population grew by 76 percent, almost doubling the 1970 base of 57,633. This growth rate is far greater than that of any other segment of the population. The Black population grew by 62 percent, the White population by 15 percent, and the total population by 27 percent for the same period.

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Placer Co.	110,243	94.0	402	0.3	1,131	1.0	1,721	1.5	8,211	7.0	117,247	11.6
Sacramento Co.	632,777	80.8	58,951	7.5	8,827	1.1	39,156	5.0	74,141	9.5	783,381	77.3
Yolo Co.	92,990	82.0	1,945	1.7	1,206	1.1	4,597	4.1	19,342	17.1	113,374	11.2
Totals	836,010	82.4	61,298	6.0	11,164	1.1	45,474	4.5	101,694	10.0	1,014,002	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

Hispanic population growth has been aided by an expansion of the local industrial base and its subsequent demand for labor. In addition, Sacramento has become a permanent residence for seasonal workers who are able to find year-round employment in the agricultural countryside surrounding Sacramento. Should the 1970-to-1980 growth trends continue, the Hispanic population will reach 140,567 by 1985, and 179,440 by 1990. As noted in the discussion on the accuracy of the local Census, these estimates could be undercounted by as much as 3 percent.

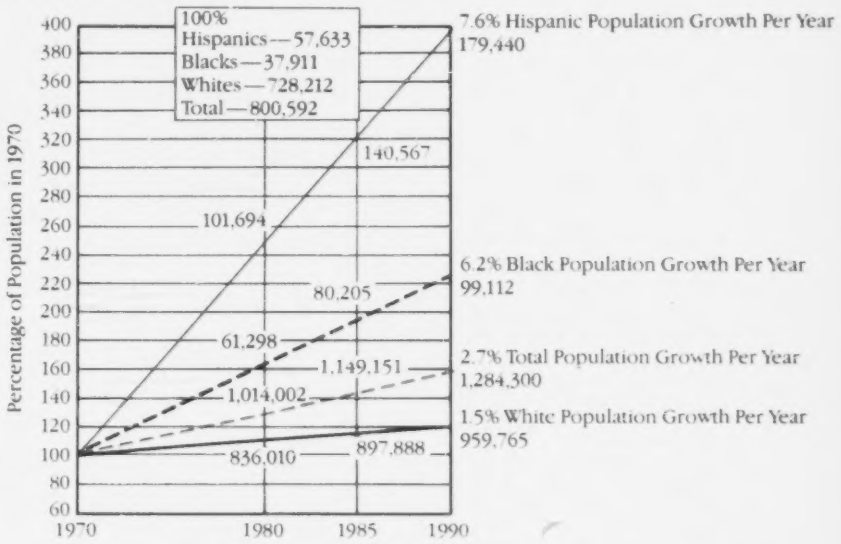
Most of the Hispanic population of Sacramento is Mexican (77.3 percent). Puerto Ricans (2.2 percent), Cubans (0.4 percent), and those of other Spanish ancestry* (20.1 percent) constitute the SMSA's remaining Hispanic population. The Hispanics of the Sacramento SMSA were reported by the Census to be mostly concentrated within the "other races" category (54.1 percent); 1.1 percent and 44.7 percent were reported within the Black and White racial categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

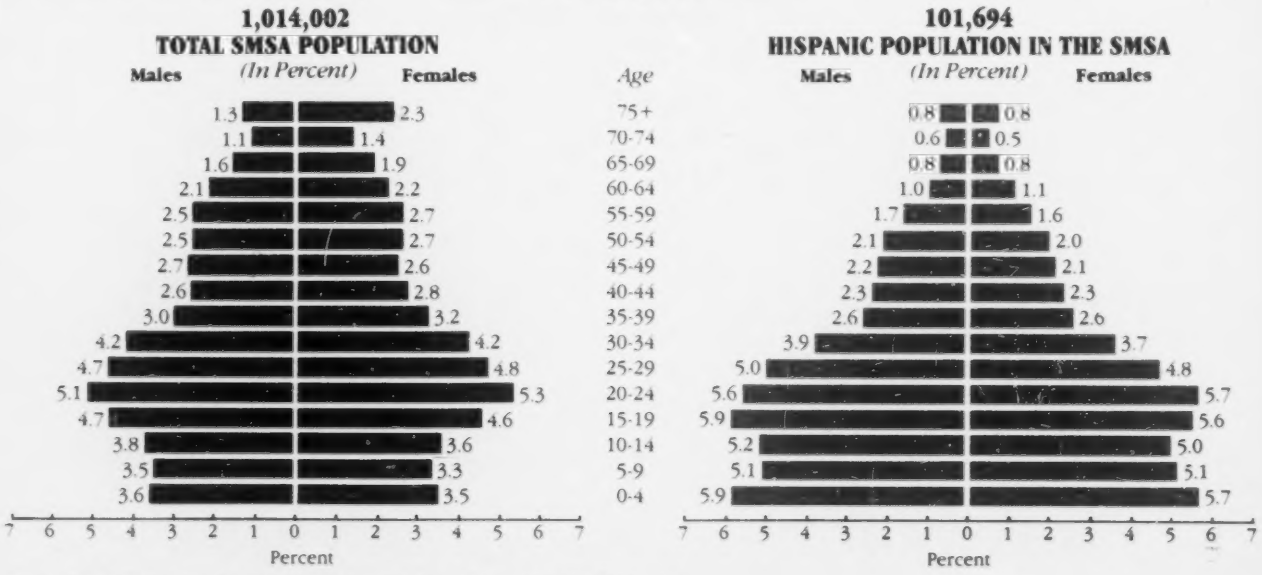
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B6 (California). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The Hispanics of Sacramento are relatively youthful, and the largest age group is the working-age population that has moved into the area. The presence of the State Capitol, with its numerous civil service employment opportunities, influences the shape of the population pyramid of the total population, as reflected in the large bulge in the adult population. Overall, the Hispanic population is more concentrated in the under-30 age group, compared to the total population; 64.6 percent of Sacramento Hispanics are under 30, compared to 50.5 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

While behind the total U.S. population and the total population of the Sacramento SMSA, the Hispanics of the area still fare better than Hispanics nationally with respect to the basic income indicators. The mean and median family incomes of Hispanics in the SMSA, $18,510 and $16,331 respectively, exceeded the national levels for Hispanics of $17,360 and $14,711 in 1980. Some 17.7 percent of the Sacramento area's Hispanics were found to be below the poverty level, compared to over 23 percent for the group nationally. The Hispanics of Sacramento were shown to be economically better off than the Black population, the SMSA's second largest ethnic group.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,546	$21,623	9.6%
Blacks	$17,359	$14,332	24.1%
American Indians, Eskimos, and Aleuts	$20,303	$15,461	22.5%
Asians and Pacific Islanders	$25,273	$22,869	13.5%
Hispanics	$18,510	$16,331	17.7%
Total Population	$23,797	$20,990	11.7%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Consistent with the relatively higher income level of Hispanics in the SMSA, relatively higher educational attainment is found among Hispanics. Of those Hispanics 25 and older, 27.3 percent have completed some college. Although better than the group's national status, 43.9 percent of the area's Hispanics possess less than a high school education.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	48,603	9.5	3,805	12.9	827	12.9	4,916	17.8	13,805	30.0	66,429	11.1
1-3 Yrs. High School	57,665	11.3	4,299	14.6	1,194	18.6	2,186	7.9	6,451	13.9	68,684	11.5
4 Yrs. High School	177,779	34.7	9,477	32.1	2,224	34.7	7,545	27.3	13,270	28.7	203,178	33.9
1-3 Yrs. College	122,560	23.9	8,180	27.7	1,521	23.7	6,121	22.1	8,247	17.8	142,141	23.7
4 or More Yrs. College	105,170	20.5	3,777	12.8	652	10.2	6,881	24.9	4,395	9.5	118,222	19.7
Totals	511,777	99.9	29,538	100.1	6,418	100.1	27,649	100.0	46,256	99.9	598,654	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Of those 5 years of age and older living in the SMSA, 55,257 speak Spanish at home. Of these individuals, 45,319 speak English well or very well. This leaves a core of 9,938 individuals who speak Spanish and have only limited English language capability. Consistent with other major Hispanic markets, the 5-17 age group is relatively more bilingual than the 18 and over population.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**178,356**	**89.8**	**646,952**	**87.0**	**825,308**	**87.6**
Speak Spanish at Home	11,806	5.9	43,451	5.8	55,257	5.9
Speak English Well or Very Well	10,339	5.2	34,980	4.7	45,319	4.8
Speak English Not Well or Not at All	1,467	0.7	8,471	1.1	9,938	1.0
Speak Other Language at Home	**8,540**	**4.3**	**53,462**	**7.2**	**62,002**	**6.6**
Totals	**198,702**	**100.0**	**743,865**	**100.0**	**942,567**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 California).

THE SACRAMENTO ADI

The Sacramento Area of Dominant Influence (ADI) consists of the 17 counties shown below and has a total population of 2,229,880, of which 260,926 or 11.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Amador	19,314	917
Calaveras	20,710	911
Colusa	12,791	2,493
Contra Costa East	20,841	5,103
El Dorado	85,812	3,971
Nevada	51,645	1,532
Placer	117,247	8,211
Plumas	17,340	630
Sacramento	783,381	74,141
San Joaquin	347,342	66,565
Sierra	3,073	196
Solano	235,203	24,773
Stanislaus	265,900	39,889
Sutter	52,246	6,098
Tuolumne	33,928	1,781
Yolo	113,374	19,342
Yuba	49,733	4,367
Totals 17 Counties	2,229,880	260,926

Source: ADI Definition — *Broadcasting Cablecasting Yearbook* 1985, Storer Communications. Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Sacramento was highly successful in accurately enumerating all segments of the population in the city. Problems pertained to Hispanic migrant and seasonal workers who found themselves in the peak harvest months during the Census period. The local Census staff was among the best, and it obtained the full cooperation of local officials. Bilingual enumerators were used, but the problems of underenumeration could not be totally overcome given the mobile nature of the migrant population.

Probable undercount of Hispanics in Sacramento: 3 percent.

SALINAS-MONTEREY

THE SALINAS-MONTEREY, CALIFORNIA SMSA*

The Salinas-Monterey SMSA consists of Monterey County. In 1980 the total SMSA population was 290,444. Hispanics totaled 75,129, or 25.9 percent. The Salinas-Monterey ADI, defined below, is the 20th largest U.S. Hispanic market, with a total of 114,207 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SALINAS-MONTEREY SMSA

The Salinas-Monterey SMSA has a small population relative to its physical size, making it one of the lowest density SMSA's in the United States. The population is concentrated in two places: (1) the southern end of Monterey Bay, including the city of Monterey and the smaller adjacent communities of Carmel, Seaside, Pebble Beach, and Pacific Grove; and (2) the Salinas valley, a mostly agricultural area along Highway 101. The first area has the overwhelming majority of the White population while Salinas and the valley have the majority of the Mexican American population.

The economic contrasts between the two parts of the SMSA are very striking —Monterey and the beach communities are affluent and thrive on the accumulated capital of many of the retired residents and on the tourism and recreation industries. Hispanics in this part of the SMSA tend to be employed in the numerous service occupations available. In contrast, the city of Salinas, its rural valley to the south, and the nearby communities to the east in San Benito County constitute an economy that is centered on agricultural and food-packing activities. This economic base, the historical pattern of little or no Mexican American control of the land, and this population's concentration in agricultural employment all combine to place a high proportion of Hispanics below the poverty level.

Hispanics have been the nucleus of the farm labor force in the area for some time. Some of them, however, have also managed to acquire small farms. In addition, the Salinas area is the home base for migrant farm workers who travel north as far as Oregon and Washington for seasonal labor. The availability of agricultural employment has provided the area's Hispanics with family incomes roughly equal to those of other Hispanic communities in the United States. However, the nature of this employment has restricted advances in educational attainment.

Recent expansions of high technology and related industries will likely alter the labor markets of the SMSA. This change is affecting the socioeconomic status of Hispanics in several ways. Some small agricultural land owners, including Mexican Americans, have found it very profitable to remove their land from production and sell it to industrial and residential developers. On the other hand, reduction in the agricultural labor force will detrimentally affect Hispanic workers since they are most likely to depend on it for regular or seasonal employment.

HISPANIC POPULATION AND GROWTH

By 1980, ethnic groups exceeded 40 percent of the total population of the SMSA (Monterey County). After the declining White population, Hispanics were by far the largest segment. Hispanics also represented the fastest growing component of the SMSA's total population, registering an impressive 99 percent increase from 1970 to 1980. Should this growth continue, the Hispanic population will reach 112,253 by 1985, and 149,377 by 1990. As noted in

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Monterey Co. Totals	200,035	68.9	18,825	6.5	2,927	1.0	19,696	6.8	75,129	25.9	290,444	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6.

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

the discussion on the accuracy of the local Census, these estimates may reflect an undercount as high as five percent.

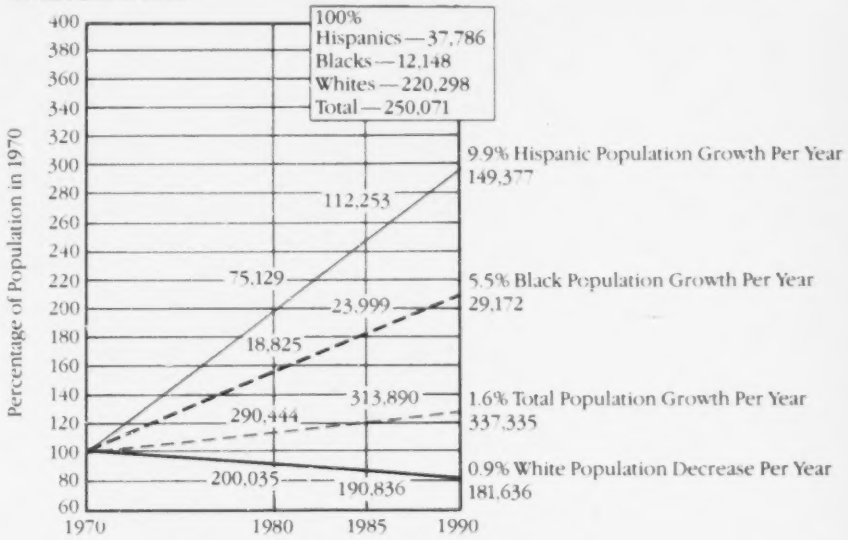
The Hispanic population of the SMSA is mostly of Mexican ancestry (86.4 percent). Persons of other Spanish ancestry* account for another 11.0 percent, and Puerto Ricans 2.3 percent. The Hispanics of the Salinas-Monterey SMSA were reported by the Census to be mostly concentrated within the "other races" group (64.1 percent); 0.5 percent and 35.4 percent were reported within the Black and White racial categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.

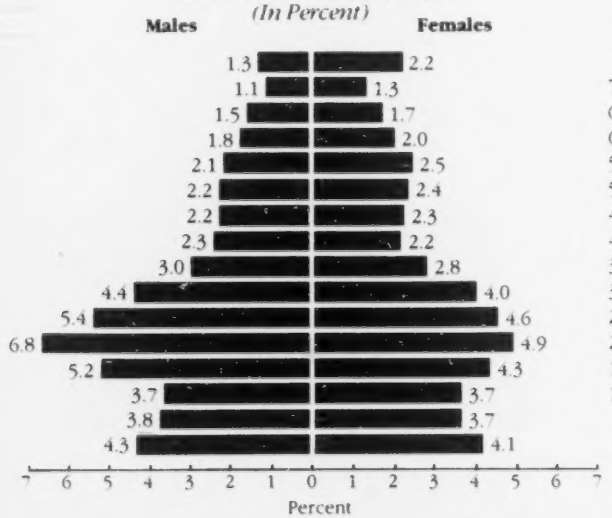


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry", 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*, and 1980 counts—U.S. Census Report PC80-1-B6 (California). Refer to the Technical Appendix for a discussion on how the above projections were developed.

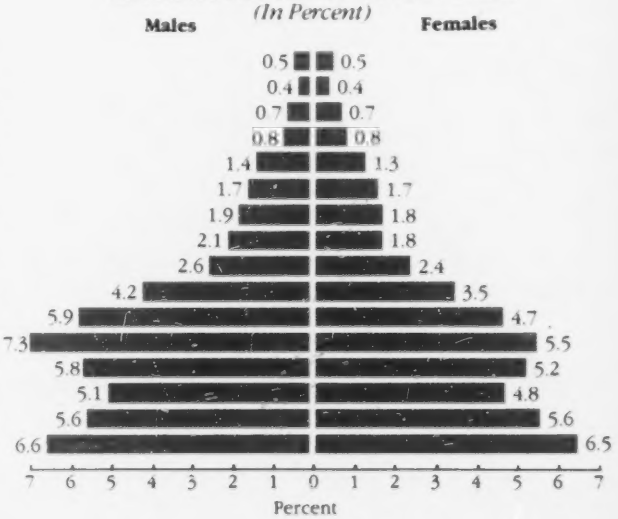
AGE AND SEX DISTRIBUTIONS

The Hispanics of the SMSA are youthful, and the excess of males in the prime working ages is indicative of the SMSA's industrial base, mainly fishing and agriculture. The population pyramids confirm this relative youthfulness of Hispanics. Comparing the under-30 age groups for each population, 68.6 percent of all Hispanics living in the SMSA are under 30, compared to 54.5 percent of the total population.

290,444
TOTAL SMSA POPULATION
(In Percent)



75,129
HISPANIC POPULATION IN THE SMSA
(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The income level for the SMSA's Hispanics is about average for the group nationally, and reflects the local demand for labor as well as the seasonal (as opposed to migratory) nature of agricultural labor in the area. However, Hispanics in the Salinas-Monterey SMSA are still significantly behind the White and total populations in terms of mean and median family incomes, and the percentage of persons shown to be below the poverty level in 1979.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,927	$21,551	8.7%
Blacks	$16,307	$13,507	17.4%
American Indians, Eskimos, and Aleuts	$18,912	$15,250	17.5%
Asians and Pacific Islanders	$25,127	$19,913	11.9%
Hispanics	$17,215	$15,326	18.6%
Total Population	$23,898	$20,005	11.4%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Educational levels for Hispanics show that the majority of Hispanics have only an elementary school education; 70 percent of the area's Hispanics have less than a high school education. Relatively few have attended college. These figures place the Hispanics of the SMSA behind the area's other population subgroups and total population and also behind national figures for Hispanics in terms of educational attainment.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	14,727	12.1	615	8.2	232	14.5	2,467	21.0	17,642	56.4	29,726	18.4
1-3 Yrs. High School	12,509	10.3	903	12.1	253	15.8	1,115	9.5	4,258	13.6	17,156	10.6
4 Yrs. High School	37,357	30.6	2,962	39.7	540	33.7	3,653	31.1	5,298	16.9	47,252	29.3
1-3 Yrs. College	29,079	23.8	2,164	29.0	431	26.9	2,708	23.1	2,813	9.0	35,670	22.1
4 or More Yrs. College	28,320	23.2	820	11.0	147	9.2	1,797	15.3	1,277	4.1	31,642	19.6
Totals	121,992	100.0	7,464	100.0	1,603	100.1	11,740	100.0	31,288	100.0	161,406	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in other groups.

THE USE OF SPANISH LANGUAGE

Given the lower density of Hispanics and a greater dispersion of residences, Spanish language usage is surprisingly high in the Salinas-Monterey SMSA. The majority of Hispanics in the area continue to speak Spanish at home; 53,921 of those individuals age 5 and over in the SMSA primarily use Spanish at home. Of these, 33,555 speak English well or very well, leaving 20,366 who speak limited or no English. Nearly all of the monolingual Spanish individuals are concentrated in the 18-and-older population.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**39,352**	**68.0**	**147,935**	**71.1**	**187,287**	**70.4**
Speak Spanish at Home	15,203	26.3	38,718	18.6	53,921	20.3
Speak English Well or Very Well	11,687	20.2	21,868	10.5	33,555	12.6
Speak English Not Well or Not at All	3,516	6.1	16,850	8.1	20,366	7.7
Speak Other Language at Home	**3,307**	**5.7**	**21,515**	**10.3**	**24,822**	**9.3**
Totals	**57,862**	**100.0**	**208,168**	**100.0**	**266,032**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

THE SALINAS-MONTEREY ADI

The Salinas-Monterey Area of Dominant Influence (ADI) consists of the three counties shown below and has a total population of 503,590, of which 114,207 or 22.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Monterey	290,444	75,129
San Benito	25,005	11,430
Santa Cruz	188,141	27,648
Totals 3 Counties	503,590	114,207

Source: ADI Definition — *Broadcasting Cablecasting Yearbook*, 1985, Storer Communications. Population from U.S. Census Report PC80-1-B6 (California)

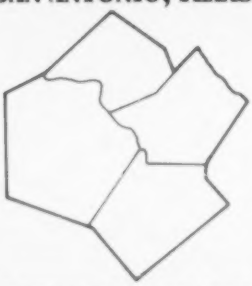
ACCURACY OF THE LOCAL CENSUS

The Census effort in the Salinas-Monterey SMSA was about average. The SMSA contains two distinct communities, Monterey and Salinas. Monterey has been transformed from a sleepy fishing village into an upper status resort and retirement area. Salinas, on the other hand, remains a major service center for the agricultural businesses which surround it. Monterey appears to have had an excellent Census, because the city is small in size and the streets and addresses well organized. Salinas was a problem for the single reason that it is one of several home bases for migrant workers. April and May, key months for the enumeration, happen to be the period when many, if not most, of the migrant workers begin to move into the labor stream. This flow takes them northward into the Napa Valley. Some of these migrants eventually move into Oregon and Washington for the apple season. In short, Salinas would normally be a reasonably easy area to enumerate during the off-season months, but during April and May, some migrant workers would be missed.

Probable undercount of Hispanics in Salinas-Monterey: 5 percent.

SAN ANTONIO

THE SAN ANTONIO, TEXAS SMSA*



The San Antonio SMSA consists of Bexar, Comal and Guadalupe Counties. In 1980 the total SMSA population was 1,071,954. Hispanics totaled 481,511, or 44.9 percent. The San Antonio ADI, defined below, is the third largest U.S. Hispanic market, with a total of 650,703 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SAN ANTONIO SMSA

Located in southern central Texas, San Antonio was a major Mexican outpost prior to the mid-1850s. After that time it served as a site for a rather small military base. Today, the presence of the military bases for the U.S. Army and Air Force in San Antonio are important for both socioeconomic and national security reasons. Their impact on the area's Hispanics has been no less important.

San Antonio is known to generations of military trainees and pilots who associate their military service with the city. To accommodate the number of trainees during the war years, the bases expanded quickly. These years of military growth were important to Hispanics because the construction of the bases provided employment for the growing Hispanic population which previously had been employed as menials and manual laborers. The value of military employment can be seen in the high proportion of pensioned Hispanic workers in San Antonio compared to other metropolitan areas.

While Hispanics of San Antonio found many employment opportunities during the 1940s and '50s, they encountered social restrictions. Living in a largely segregated city, Hispanics were relegated to its western neighborhoods regardless of their socioeconomic level. Older Hispanic residents of San Antonio can recall a time when all things Mexican were restricted to Hispanic neighborhoods. The result was a separate society. After the 1950s, the barriers began to come down and—with a combination of Hispanic and non-Hispanic votes—a Hispanic was elected to the U.S. Congress.

As obstacles to joining the economic mainstream disappeared, so did federal support for the military bases. Defense-related industries which had been attracted to the area shifted quickly to technology-related manufacturing, thus diversifying the economy. And recently both the industrial and financial bases of San Antonio have grown, as has the demand for trained technicians.

The once totally segregated Hispanic community is slowly dispersing, moving into the northwestern section of the city and into suburban areas. The leadership base and networks created for survival during the era of segregation, however, have not been dissipated. These networks make San Antonio one of the best organized and most effective Hispanic communities in the Southwest.

With the diversification of its economic base, San Antonio is less likely to be affected by changes in federal funding. Hispanics, who were aided by the infusion of federal funds, now appear able to take advantage of the white-collar and skilled positions which are available. San Antonio Hispanics have a relatively high level of educational attainment.

Expansion of the local economy continues to generate jobs which, in time, will raise the socioeconomic status of Hispanics. Equally important is the high level of citizen participation in local civic affairs and the sophistication exhibited by Hispanics in San Antonio in regard to governance, organization, and involvement in state and regional issues. San Antonio is a model for other Hispanic-majority towns and cities.

HISPANIC POPULATION AND GROWTH

Hispanics are by far the largest ethnic population in San Antonio. Together with the relatively small Black population, these two groups comprise more than half the population of the SMSA. The SMSA's Hispanic population is highly concentrated in Bexar County and is mainly Mexican-American. Of the area's Hispanics 92.9 percent are of Mexican ancestry, 0.2 percent of Cuban ancestry, 0.8 percent Puerto Rican, and 6.1 percent of other Spanish ancestry.*

The Hispanic population is easily the fastest growing group in the SMSA. Between 1970 and 1980, the Hispanic population grew by 49 percent. This compares to a 24 percent increase in the total population, a 22 percent increase in the Black population, and a 6 percent increase in the White population. As the *Growth Projections* chart indicates, the Hispanic population will reach 598,807 by 1985, and 716,103 by 1990. Also by 1990, Hispanics will become a clear majority in the San Antonio SMSA. As noted below these estimates may be undercounted by as much as 2 percent.

The Hispanics of the San Antonio SMSA were reported by the Census to be mostly concentrated within the White racial group (75.7 percent); 0.3 percent and 24.0 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Bexar Co.	796,201	80.5	69,201	7.0	2,332	0.2	7,500	0.8	460,911	46.6	988,800	92.2
Comal Co.	33,862	92.9	383	1.1	79	0.2	33	0.1	8,728	23.9	36,446	3.4
Guadalupe Co.	39,614	84.8	3,155	6.8	110	0.2	208	0.4	11,872	25.4	46,708	4.4
Totals	869,677	81.1	72,739	6.8	2,521	0.2	7,741	0.7	481,511	44.9	1,071,954	100.0

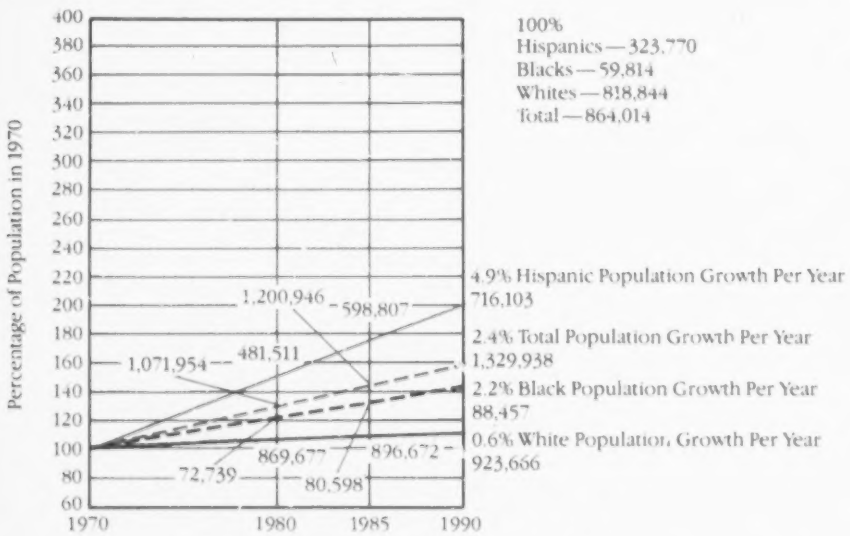
Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

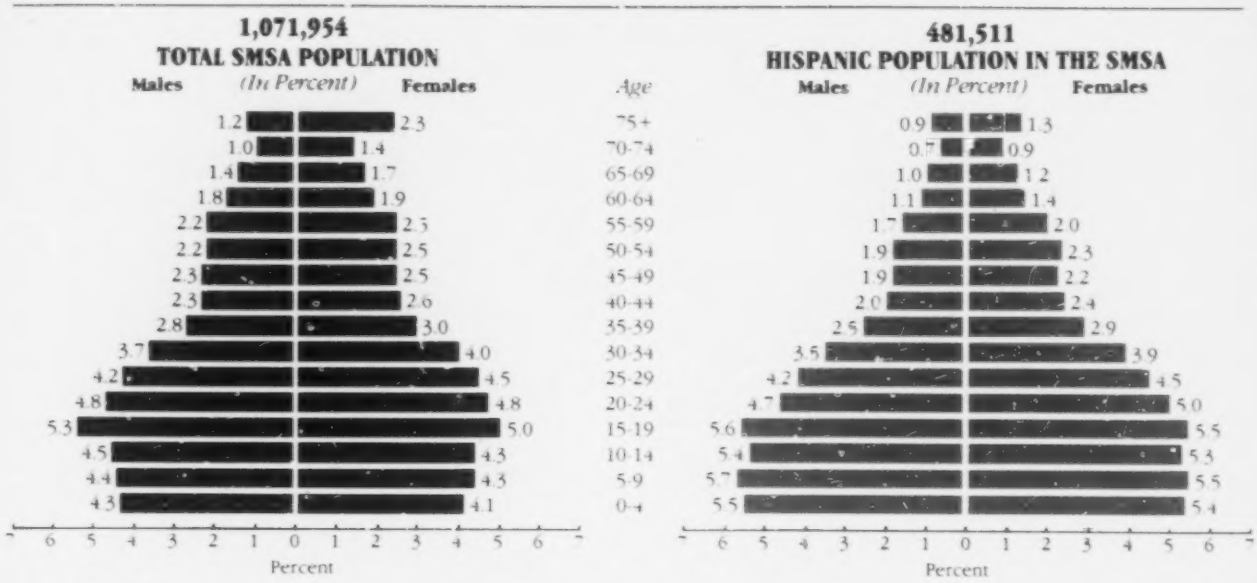
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B45 (Texas). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The Hispanics of the SMSA are a youthful population. The population pyramid reflects a higher fertility and an apparent in-migration of families with young children. Unlike other areas where youthful working-age persons constitute the majority of migrants, San Antonio seems to have received migrations of entire families. Comparing the population pyramid of Hispanics with that of the total population, it may be seen that Hispanics are more greatly concentrated in the under-20 population; 43.9 percent of the SMSA's Hispanics are under the age of 20, compared to 36.2 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Overall, income levels for all groups in San Antonio are below the national averages. Generally, mean and median family incomes are $2,000 to $3,000 lower in the SMSA. For example, the mean and median family incomes for Hispanics in San Antonio were $15,266 and $13,203 respectively in 1980, compared to national figures of $17,360 and $14,711. Correlated with the relatively lower income levels is the relatively high percentage of persons shown to be below the poverty level in 1979. Indeed, Whites, Blacks, Hispanics, and the total population show higher poverty levels in the SMSA than nationally.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$21,726	$18,266	16.0%
Blacks	$14,849	$12,840	31.4%
American Indians, Eskimos, and Aleuts	$18,298	$16,325	26.1%
Asians and Pacific Islanders	$19,657	$16,361	13.9%
Hispanics	$15,266	$13,203	27.3%
Total Population	$20,547	$17,251	18.2%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	107,806	22.2	6,770	18.2	241	14.4	923	19.6	99,578	44.5	139,685	24.0
1-3 Yrs. High School	62,659	12.9	6,767	18.2	248	14.8	430	9.1	31,889	14.2	77,049	13.2
4 Yrs. High School	144,841	29.8	10,671	28.7	543	32.4	1,415	30.0	54,918	24.5	169,804	29.2
1-3 Yrs. College	86,985	17.9	9,172	24.6	373	22.2	766	16.2	26,104	11.7	103,660	17.8
4 or More Yrs. College	83,647	17.2	3,858	10.4	272	16.2	1,184	25.1	11,354	5.1	91,385	15.7
Totals	485,938	100.0	37,238	100.1	1,677	100.0	4,718	100.0	223,903	100.0	581,583	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

The educational level of Hispanics in the SMSA is generally low; 44.5 percent have an elementary school education or less, 58.7 percent have less than a high school education, and only 16.8 percent have completed at least some college. These attainment levels place the SMSA's Hispanics behind all other subgroups and the total population of the area, as well as national levels of attainment for Hispanics and other segments of the U.S. population.

THE USE OF SPANISH LANGUAGE

Most Hispanics speak Spanish at home but the vast majority is bilingual. A significant number of Hispanics is now English monolingual, and San Antonio is one area where language assimilation can be observed. Only 6.3 percent (61,806) of all persons speak Spanish but not English in this highly Hispanic SMSA.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**139,714**	**55.6**	**426,986**	**58.4**	**566,700**	**57.7**
Speak Spanish at Home	108,378	43.2	277,242	37.9	385,620	39.3
Speak English Well or Very Well	94,844	37.8	228,970	31.3	323,814	33.0
Speak English Not Well or Not at All	13,534	5.4	48,272	6.6	61,806	6.3
Speak Other Language at Home	**3,009**	**1.2**	**27,131**	**3.7**	**30,140**	**3.1**
Totals	**251,101**	**100.0**	**731,359**	**100.0**	**982,460**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

THE SAN ANTONIO ADI

The San Antonio Area of Dominant Influence (ADI) consists of the 30 counties shown below and has a total population of 1,454,567, of which 650,703 or 44.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Atascosa	25,055	11,983
Bandera	7,084	803
Bee	26,030	11,914
Bexar	988,800	460,911
Blanco	4,681	452
Comal	36,446	8,728
Dewitt	18,903	4,565
Dimmit	11,367	8,845
Edwards	2,033	967
Frio	13,785	9,427
Gillespie	13,532	1,359
Goliad	5,193	1,849
Gonzales	16,883	4,865
Guadalupe	46,708	11,872
Karnes	13,593	5,844
Kendall	10,635	1,406
Kerr	28,780	3,878
Kimble	4,063	707
Kinney	2,279	1,510
La Salle	5,514	4,064
Lavaca	19,004	1,516
Live Oak	9,606	5,077
McMullen	789	272
Maverick	31,398	28,506
Medina	23,164	10,042
Real	2,469	552
Uvalde	22,441	12,394
Val Verde	35,910	22,601
Wilson	16,756	6,112
Zavala	11,666	10,580
Totals 30 Counties	1,454,567	650,703

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985. Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

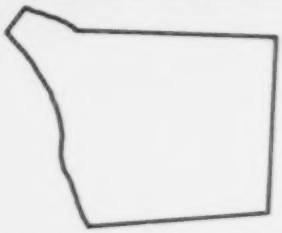
ACCURACY OF THE LOCAL CENSUS

The Census effort in San Antonio was excellent. The staff of the local Census office worked diligently to enumerate every resident. The office manager even asked permission to deviate from the decentralized office procedures and include a casual count procedure aimed at enumerating undocumented workers. San Antonio faced no major problems, and problems that did arise were handled quickly and efficiently.

Probable undercount of Hispanics in San Antonio: 2 percent.

SAN DIEGO

THE SAN DIEGO, CALIFORNIA SMSA*



The San Diego SMSA consists of San Diego County. In 1980 the total SMSA population was 1,861,846. Hispanics totaled 275,177, or 14.8 percent. The San Diego ADI, defined below, is the 12th largest U.S. Hispanic market, with a total of 275,177 Hispanics.

*Standard Metropolitan Statistical Area.
Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SAN DIEGO SMSA

Despite the fact that it is less than a half-hour from the U.S.-Mexico border, San Diego in many ways is less Hispanic than other border cities, a direct consequence of San Diego's development as a major naval base for U.S. operations in the Pacific. The importance of the San Diego base and its related support activities emerged in the early days of World War II. A large immigration of naval personnel and their families began, and many job seekers moved into the area to take advantage of the civilian employment opportunities.

Defense related employment, however, required U.S. citizenship. With employment opportunities available to citizens only, the local Hispanic population was split into two groups: those who were citizens, and thus eligible to work in the shipyards, the aircraft industry, or the naval base, and the noncitizens who were limited to the agricultural and service sectors. Many of the latter found it less expensive to live outside San Diego, and the city developed largely as an Anglo city, despite its location near the Mexican border.

To some extent these same factors persist today. The large defense-related industries in the area continue to be exclusively for U.S. citizens. However, the fact that much of the work is subcontracted means that a large proportion of the industrial process is carried out by Hispanic workers—both citizens and legal residents—in smaller plants. Thus, after several decades, Hispanic workers in San Diego are participating in the higher wage industrial sector.

Sectoral shifts have also affected Hispanic workers. The agricultural sector has diminished considerably in the San Diego area. However, employment lost in this sector has been replaced by the dramatic growth in service-related occupations. It is in the service sector that Hispanics have made significant inroads during the past decade.

The history of San Diego has produced a distinct Mexican-American middle class. Those who were eligible for employment (through citizenship) in the early days of the development of the naval base and related support activities have now retired and live in the area. Their children, educated locally, represent the new Mexican American middle class. Many within this group have established small businesses to take advantage of their closeness to the border and their bilingual abilities.

San Diego is slowly becoming more Hispanic in its orientation. Additionally, San Diego recognizes that the border represents more than immigration enforcement problems and inexpensive goods; it represents an opportunity for San Diego to internationalize its business and take advantage of its access to Mexico. All indications point to greater cooperation and economic interdependence between San Diego and Tijuana in the next decade. The success of binational development programs in the region will undoubtedly be beneficial to Hispanics in San Diego.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
San Diego Co. Totals:	1,514,006	81.3	104,452	5.6	14,616	0.8	89,861	4.8	275,177	14.8	1,861,846	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussions.

Hispanic population growth in the San Diego SMSA is almost incredible. This growth is due to the higher fertility of Hispanics as well as increased immigration. Specifically, the 1980 Census estimated the Hispanic population to be 275,177, an increase of 127 percent over the 1970 level of 121,485.

The Hispanic population in San Diego is easily the most rapidly growing segment of the SMSA. Blacks, Whites, and the total population all registered impressive increases which were far exceeded by the growth in the number of Hispanics. A continuation of growth trends documented by the Census for the 1970 to 1980 period give rise to the following projections: 1985 total SMSA population of 2,207,375, 1990 total population of 2,552,904, 1985 Hispanic population of 449,242, and 1990 Hispanic population 623,306. These estimates of Hispanic population and growth may be undercounted by 8 percent for the reasons discussed below.

A large majority (82.8 percent) of the Hispanic population of the San Diego SMSA is of Mexican ancestry; 14.4 percent are of other Spanish* ancestry, 0.6 percent are of Cuban ancestry, and 2.2 percent are Puerto Rican.

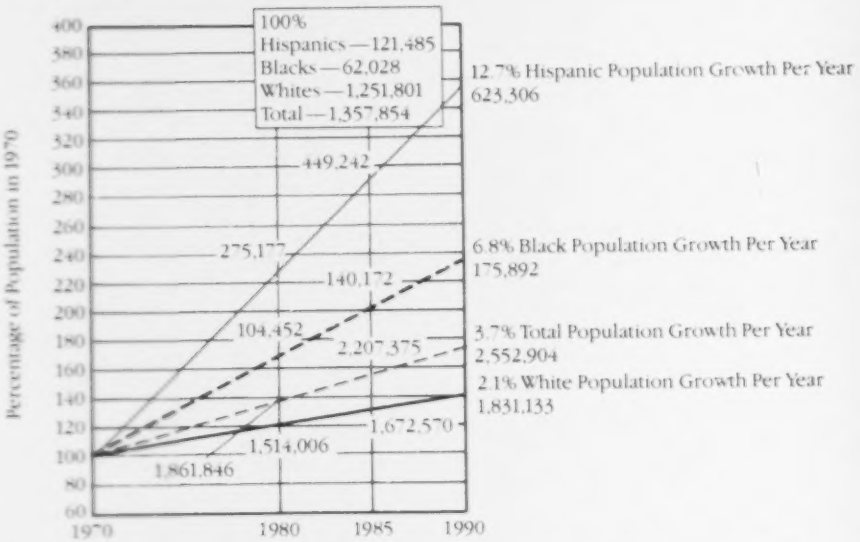
The Hispanics of the San Diego SMSA were reported by the Census to be mostly concentrated within the White racial group (50.6 percent). 0.8 percent and 48.5 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.

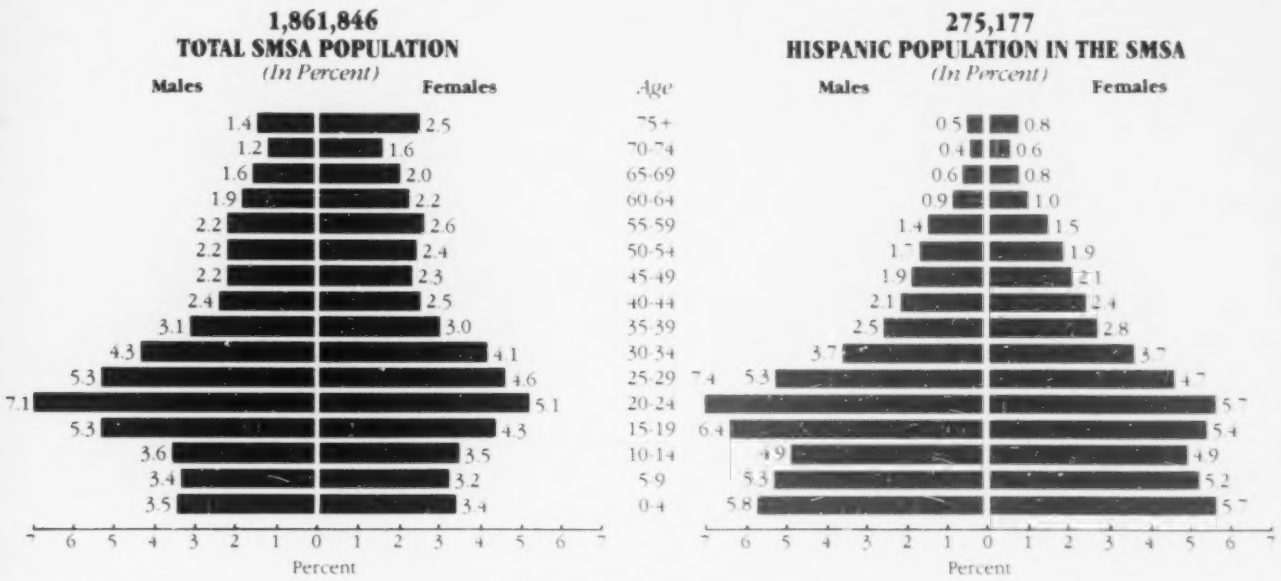


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report: Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B6 (California). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The youthfulness of the Hispanic population is reflected by the shape (narrow top and broad bottom) of the population pyramid. The large proportion of males between 15 and 25 is evident for both the Hispanic and total populations. In the case of the total SMSA, this characteristic is due to the presence of naval facilities. In the case of the Hispanic population it is due to the heavily male immigration of Mexican workers.

The relative youthfulness of the Hispanic population in San Diego is seen by comparing the size of the under 30 and the 30 and over populations; 66.7 percent of all Hispanics are under 30 compared to 52.3 percent of the total population, and 33.3 percent of all Hispanics are 30 or older compared to 47.7 percent of the total population.



Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

INCOME

Income levels for all population subgroups are relatively high in the San Diego area. Whites, Blacks, Hispanics, and the total population all have higher mean family incomes, higher median family incomes, and lower percentages of persons below the poverty level than the national averages for their respective groups. Whereas nationally Hispanics have a mean family income of $17,360, in San Diego it is $17,784.

Care must be taken in interpreting these figures, since the value of the U.S. dollar can be extended by shopping on the Mexican side of the border. Thus, despite wage levels which are lower than in other areas, effective consumer income may in fact be higher.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,332	$21,229	9.3%
Blacks	$17,080	$13,985	20.3%
American Indians, Eskimos, and Aleuts	$18,029	$14,961	17.9%
Asians and Pacific Islanders	$21,352	$18,722	14.3%
Hispanics	$17,784	$15,004	20.8%
Total Population	$24,202	$20,306	11.3%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The educational attainment of Hispanics is above average in San Diego. While one-third of the population has an education equal to or less than an elementary school education, almost one quarter has some college. This compares to the 40.9 percent of all Hispanics in the United States who have an elementary school education or less, and the 19.4 percent who have completed some college. These figures demonstrate the bimodal nature of San Diego Hispanics. Many are undereducated, immigrants, and poor. Others are educated long-term residents who work for high wages.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	80,191	8.7	5,397	11.8	1,087	13.5	7,501	15.0	41,535	34.9	114,870	10.7
1-3 Yrs. High School	99,645	10.8	6,347	13.9	1,417	17.6	6,378	12.8	18,375	15.4	121,234	11.3
4 Yrs. High School	311,494	33.9	16,089	35.3	2,667	33.0	13,955	27.9	30,459	25.6	355,635	33.1
1-3 Yrs. College	224,912	24.4	12,674	27.8	2,164	26.8	10,763	21.5	19,460	16.3	257,648	24.0
4 or More Yrs. College	203,792	22.2	5,066	11.1	736	9.1	11,413	22.8	9,284	7.8	223,845	20.9
Totals	920,034	100.0	45,573	99.9	8,071	100.0	50,010	100.0	119,113	100.0	1,073,232	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California)

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

San Diego is a bilingual city. Most Hispanics (195,520) speak Spanish at home, with 47,086 speaking little or no English. The younger portion of the population (those 5-17) is relatively more bilingual. Overall, 11.3 percent of the total SMSA population speaks Spanish at home, compared to the 5.3 percent of the total U.S. population that speaks Spanish at home.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**280,203**	**80.7**	**1,138,302**	**82.1**	**1,418,505**	**81.8**
Speak Spanish at Home	50,388	14.5	145,132	10.5	195,520	11.3
Speak English Well or Very Well	42,064	12.1	106,370	7.7	148,434	8.6
Speak English Not Well or Not at All	8,324	2.4	38,762	2.8	47,086	2.7
Speak Other Language at Home	**16,639**	**4.8**	**103,177**	**7.4**	**119,816**	**6.9**
Totals	**347,230**	**100.0**	**1,386,611**	**99.9**	**1,733,841**	**99.9**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California)

THE SAN DIEGO ADI

The San Diego Area of Dominant Influence (ADI) consists of the county shown below and has a total population of 1,861,846, of which 275,177 or 14.8 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
San Diego Totals:	1,861,846	275,177

Source: ADI Definition—*Broadcasting Cablecasting Yearbook* 1983, Storer Communications. Population from U.S. Census Report PC80-1-B6 (California)

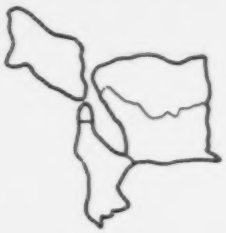
ACCURACY OF THE LOCAL CENSUS

The Census enumeration effort in San Diego was below average. As in the case of other cities located close to the U.S.-Mexico border, the problem of counting undocumented residents is difficult for reasons beyond the control of the Census office. San Diego began its census with less than a complete address list, due to the dramatic growth of population and housing over the past decade. Most of the growth had occurred in areas south, east and north of the city of San Diego. To the north and east, the housing is moderate-to-high in cost, and these areas eventually were covered effectively. To the south, the areas are heavily Hispanic, and housing varies from low and inadequate to moderate and adequate. This area serves as a passageway for Mexican border crossers, daily shoppers, and commuters, as well as undocumented workers. The 15-mile zone north of the U.S.-Mexico border has always been one of the areas most heavily watched by the Border Patrol. Since this is commonly known, the Census Bureau was faced with the problem of overcoming fear of detection. It is thus likely that the San Diego Census for the city and areas other than the southern part were well above average, but the area where Hispanics were concentrated had less than total coverage despite the Census Bureau's best efforts.

Probable undercount of Hispanics in San Diego: 8 percent.

SAN FRANCISCO

THE SAN FRANCISCO, CALIFORNIA SMSA*



The San Francisco SMSA consists of Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties. In 1980 the total SMSA population was 3,250,630. Hispanics totaled 351,698, or 10.8 percent. The San Francisco ADI, defined below, is the fifth largest U.S. Hispanic market, with a total of 638,112 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SAN FRANCISCO SMSA

The San Francisco-Oakland SMSA has a heterogeneous population. Despite efficient communication and public transportation systems which link its several communities, the area displays sharply contrasting socioeconomic levels in its different sections. These contrasts are the result of historical development, industry and labor market characteristics, and tourism. The contrasts are most dramatic when San Francisco, Berkeley Hills, or the bedroom communities of Marin County are compared with the depressed neighborhoods of Richmond, parts of Oakland, and the semi-rural communities of southern Alameda County.

Hispanics in the SMSA fare significantly better than their counterparts elsewhere. Nevertheless, their socioeconomic status, relative to the non-Hispanic White majority, remains low. The long-standing Hispanic populations in the City of San Francisco and in neighboring communities to the south, on the one hand, and the Mexican American families of the agricultural labor force on the outer fringes of the metropolitan area together illustrate the wide range in Hispanic socioeconomic status. The former group is characterized by professional occupations, business ownership, and home ownership in affluent neighborhoods. In the latter group, educational levels are low, and workers are concentrated in marginal, low-paid occupations, often in agriculture or the packing industry.

Within this wide range are many diverse groups of Hispanic immigrants. Among them are large numbers of Central Americans who have developed a modestly prosperous ethnic economy in the Mission District of San Francisco. Other Hispanic immigrants, mainly from South America, have been attracted by the cosmopolitan character and healthy economy of San Francisco, and many of these Hispanics are professionals. In contrast, still other post-World War II immigrants have settled in the East Bay, and these Hispanics, mostly of Mexican origin, have not fared so well.

HISPANIC POPULATION AND GROWTH

There are three major ethnic groups in the San Francisco SMSA: Asians and Pacific Islanders, Blacks, and Hispanics. These groups are all roughly the same size, led by a Black population of 391,162. The Hispanic population of 351,698 is slightly larger than the Asian and Pacific Islander population at 325,619.

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Alameda Co.	740,612	67.0	203,612	18.4	7,446	0.7	85,899	7.8	129,902	11.8	1,105,379	34.0
Contra Costa Co.	534,628	81.5	60,172	9.2	3,890	0.6	30,563	4.7	55,820	8.5	656,380	20.2
Marin Co.	206,118	92.6	5,477	2.5	771	0.3	5,426	2.4	9,204	4.1	222,568	6.8
San Francisco Co.	395,081	58.2	86,414	12.7	3,548	0.5	147,426	21.7	85,375	12.5	678,974	20.9
San Mateo Co.	458,489	78.1	35,487	6.0	2,481	0.4	56,305	9.6	73,339	12.5	587,329	18.1
Totals	2,334,928	71.8	391,162	12.0	18,136	0.6	325,619	10.0	351,698	10.8	3,250,630	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The main concentration of Hispanics is in San Francisco, Alameda, and San Mateo Counties. Hispanic growth in this area has been steady, due to higher fertility, immigration, and in-migration from other parts of the Western states by persons who come to the area in search of work in renowned Silicon Valley. From 1970 to 1980 the Hispanic population grew by 5.2 percent per year. Should growth continue at this rate, the Hispanic population will reach 443,056 by 1985 and 534,413 by 1990. As noted below, these estimates may be undercounted from four to 15 percent.

The Hispanic population of the SMSA has been one of the fastest growing segments in the San Francisco population, having grown at three times the rate of the Black population and 10 times the rate of the total population. The growth rate of Hispanics has been exceeded only by that of the Asian and Pacific Islander population (6.5 percent per year).

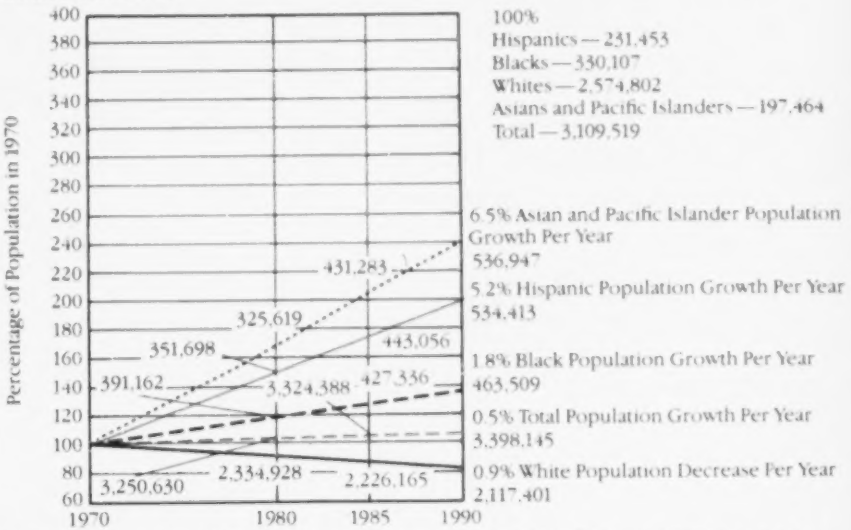
The composition of the San Francisco Hispanic population is unique in that, unlike the other Southwestern markets, the group is not overwhelmingly of Mexican ancestry (54.0 percent). Those of other Spanish ancestry* constitute 39.3 percent of the SMSA's Hispanics, and Puerto Ricans and Cubans constitute another 5.6 percent and 1.1 percent respectively. The Hispanics of the San Francisco SMSA were reported by the Census to be mostly concentrated within the White racial group (52.5 percent): 1.6 percent and 45.8 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

Percentages Denote Growth Rates Established Between 1970 and 1980.

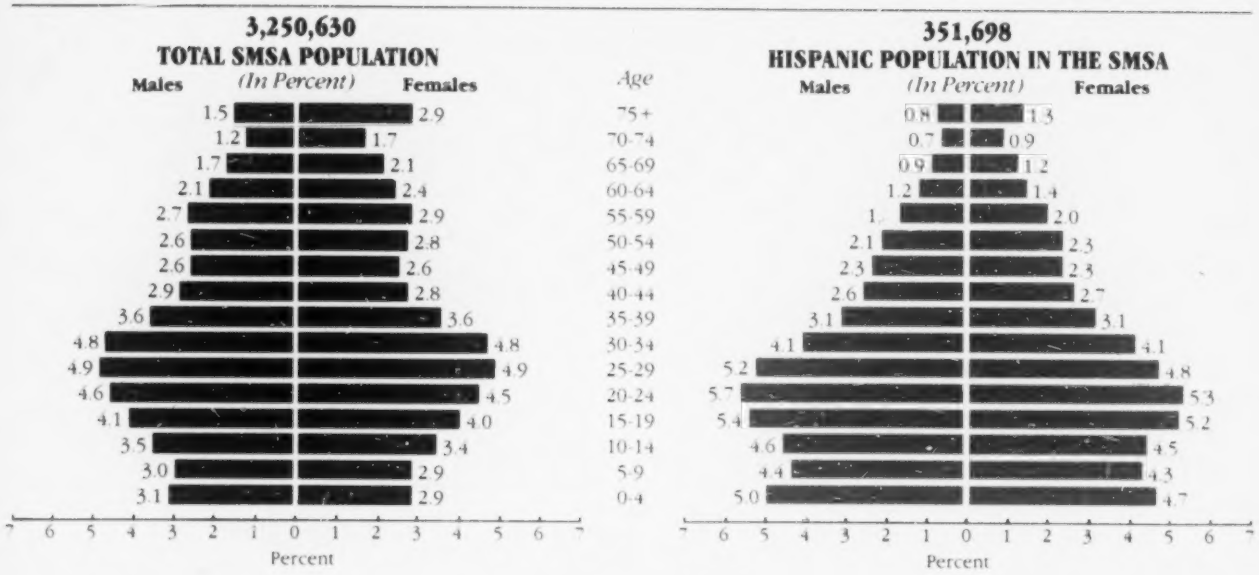
Data Points and Corresponding Numbers Document Projected or Actual Populations at a Given Point in Time.



Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population — "Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks — *State and Metropolitan Area Data Book 1982*; and 1980 counts — U.S. Census Report PC80-1-B6 (California). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The Hispanic population pyramid reflects a working-age population with only moderate fertility. The bulges noted in the working ages indicate the demand for labor which attracts young workers to the region. While reflecting only moderate fertility, the Hispanic population is still much younger than the total population of the SMSA: 49.1 percent of all Hispanics are under 25, while only 36 percent of the total population are under 25.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels for Hispanics in San Francisco are among the highest in the nation. Here the strong economic development of the region can be seen to have benefited its Hispanic population. The proportions in poverty for all population groups are very low compared to the national levels, and Hispanics in the San Francisco Bay Area represent a growing and viable middle class.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$32,511	$26,932	7.1%
Blacks	$18,700	$15,146	17.6%
American Indians, Eskimos, and Aleuts	$21,780	$19,249	15.1%
Asians and Pacific Islanders	$26,667	$24,960	11.4%
Hispanics	$26,349	$20,227	10.9%
Total Population	$29,996	$25,055	9.2%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	135,687	8.5	34,593	16.1	1,250	11.3	38,552	19.0	47,470	26.3	231,881	11.1
1-3 Yrs. High School	148,112	9.3	36,413	16.9	2,037	18.5	16,740	8.3	26,665	14.8	213,673	10.2
4 Yrs. High School	489,384	30.8	65,366	30.4	3,603	32.6	44,634	22.0	53,002	29.4	621,074	29.8
1-3 Yrs. College	369,568	23.3	53,500	24.9	2,696	24.4	40,501	20.0	32,601	18.1	477,389	22.9
4 or More Yrs. College	446,727	28.1	25,304	11.8	1,453	13.2	62,254	30.7	20,540	11.4	542,033	26.0
Totals	1,589,478	100.0	215,176	100.1	11,039	100.0	202,681	100.0	180,278	100.0	2,086,050	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

The San Francisco Bay Area contains a high percentage of well-educated Hispanics. Almost one of every three Hispanics, 25 years of age or older, has some college education, a ratio significantly above the national average for the group. Also, while 56 percent of all Hispanics nationally have less than a high school education, the corresponding figure in the San Francisco SMSA is 41 percent. However, it should be noted that although Hispanics fare much better in the area than they do nationally, they still lag behind the other population subgroups in the SMSA in educational attainment.

THE USE OF SPANISH LANGUAGE

The Hispanic population of the San Francisco SMSA is highly bilingual, particularly in the younger age group (5-17 years of age). About two-thirds of the Hispanic population of San Francisco speaks Spanish at home. Of the total population 5 years of age and over, 212,304 speak Spanish at home, with close to 80 percent of these (167,141) speaking English well or very well. Thus, the size of the Spanish-only population is 45,163.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**467,060**	**81.7**	**1,959,673**	**78.8**	**2,426,733**	**79.3**
Speak Spanish at Home	44,520	7.8	167,784	6.7	212,304	6.9
Speak English Well or Very Well	37,587	6.6	129,554	5.2	167,141	5.5
Speak English Not Well or Not at All	6,933	1.2	38,230	1.5	45,163	1.5
Speak Other Language at Home	**60,030**	**10.5**	**360,335**	**14.5**	**420,365**	**13.7**
Totals	**571,610**	**100.0**	**2,487,792**	**100.0**	**3,059,402**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

THE SAN FRANCISCO ADI

The San Francisco Area of Dominant Influence (ADI) consists of the 11 counties shown below and has a total population of 5,283,188, of which 638,112 or 12.1 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Alameda	1,105,379	129,962
Contra Costa	656,380	55,820
Lake	36,666	1,882
Marin	222,568	9,204
Mendocino	66,738	5,088
Napa	99,199	8,636
San Francisco	678,974	85,575
San Mateo	587,329	75,359
Santa Clara	1,295,071	226,611
Solano	235,203	24,775
Sonoma	299,681	20,824
Totals: 11 Counties	5,283,188	638,112

Source: ADI Definition—*Broadcasting Cablecasting Yearbook* 1985, Storer Communications. Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in San Francisco was varied in terms of accuracy. In the city of San Francisco, the high cost of housing has caused many families to crowd into small and sometimes illegally subdivided apartments. It is quite likely that some of these families were not enumerated. However, the sections of San Francisco where Hispanics reside tend to be less dense than those with high concentrations of Asians.

The situation across the Bay was different, particularly in Oakland where Hispanics live in crowded and less than ideal conditions. It is in this area that the Census was least effective, due to many factors, including the size of the undocumented population, the large transient population, the small number of bilingual interviewers, and the large number of subdivided apartments.

Probable undercount for Oakland: 15 percent; Probable undercount for San Francisco: 4 percent.

TUCSON

THE TUCSON, ARIZONA SMSA *

The Tucson SMSA consists of Pima County. In 1980 the total SMSA population was 531,443. Hispanics totaled 111,418, or 21.0 percent. The Tucson ADI, defined below, is the 19th largest U.S. Hispanic market, with a total of 153,122 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE TUCSON SMSA

Another of the booming sunbelt cities, Tucson represents an area of growth, development and opportunity. Prior to the last decade, Tucson's growth was steady, but not overwhelming.

Located in an arid climate with limited water resources, the growth of Tucson was not a certainty. Several factors have, however, contributed to the sudden surge in population. Among these has been the new migration of retirees, many of whom have come from the midwestern United States in search of temperate weather. Tucson provides a high quality of life for its residents.

Hispanics have lived in Tucson since its founding. As cowboys or miners, Hispanics were involved in all aspects of the economic life of Tucson. An established Hispanic middle class has existed for many years, due originally to the miners who continue to earn high wages, relative to other blue collar occupations in the area. Recently, however, the middle class Hispanic of Tucson is more likely to be a graduate of the Law School at the University of Arizona or a local representative of a major computer firm.

In many ways, Hispanics have benefited socially and economically and have been able to achieve some measure of success in Tucson during the area's expansion and growth.

There is one major exception, however, that must be mentioned—South Tucson. Surrounded by booming and dynamic Tucson, the City of South Tucson is an island of working poor, predominately Hispanic, and is characterized by a stagnant economy. Unlike its neighboring city, South Tucson is a Hispanic city which has benefited little from the success which surrounds it. It is a barrio area characterized by poverty and unemployment, and it casts a shadow on what otherwise would be a portrait of success in the Tucson SMSA.

HISPANIC POPULATION AND GROWTH

The Hispanic population of the Tucson SMSA has grown very rapidly, registering a 74 percent increase between 1970 and 1980. This growth is by far the greatest of any of the major population subgroups in the area, eclipsing the otherwise impressive growth rates of the total population (51 percent), Black population (46 percent), and White population (35 percent). Overall, the growth experienced in the Tucson area is the result of a combined influx of new residents, foreign immigrants, and retirees.

As the *Growth Projections* chart indicates, a continuation of the growth rates will raise the SMSA's total population to 667,283 by the end of 1985 and to 803,122 by 1990. The Hispanic population in the SMSA is projected to reach 152,488 in 1985 and 193,557 by 1990. As discussed below, the probable undercount of Hispanics in the SMSA is only one percent.

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Pima Co. Totals:	442,888	83.3	15,118	2.8	14,928	2.8	4,922	0.9	111,418	21.0	531,443	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B4 (Arizona).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The Hispanic population of the SMSA is mostly of Mexican ancestry (89.8 percent); 9.0 percent are of other Spanish* ancestry, and 0.9 percent are Puerto Rican.

The Hispanics of the Tucson SMSA were reported by the Census to be mostly concentrated within the White racial group (52.0 percent); 0.4 percent and 47.6 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1985-1990 POPULATION GROWTH PROJECTIONS

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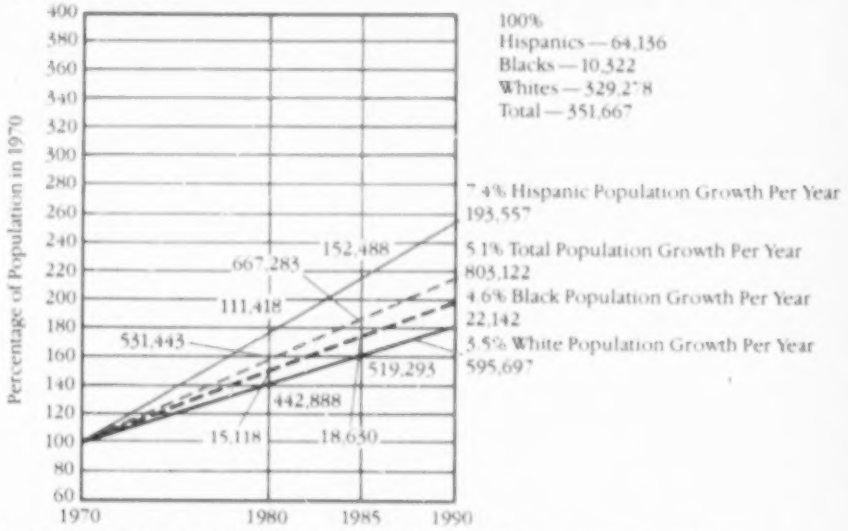
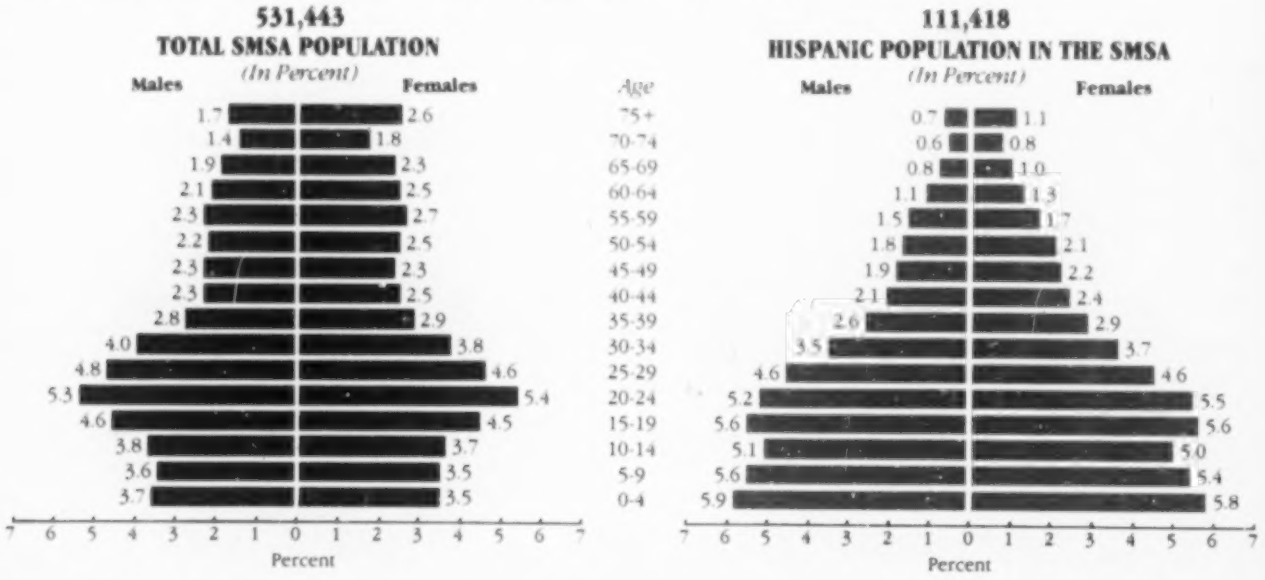


Source: CTI projections from 1970 and 1980 Census data. Census sources include: 1970 counts of Hispanics and total population—"Supplementary Report, Persons of Spanish Ancestry"; 1970 counts of Whites and Blacks—*State and Metropolitan Area Data Book 1982*; and 1980 counts—U.S. Census Report PC80-1-B4 (Arizona). Refer to the Technical Appendix for a discussion on how the above projections were developed.

AGE AND SEX DISTRIBUTIONS

The Hispanic population is relatively youthful and has grown because of its higher fertility rate, an in-migration of working-age persons from the other Southwestern States, and migration from Mexico. This relative youthfulness may be seen by comparing the shapes of the two population pyramids shown below. The Hispanic population of Tucson is much more concentrated in the under 20 age ranges than is the total SMSA population. While 44 percent of Tucson's Hispanics are under 20, only 30.9 percent of the total population is under 20. Concurrently, only 23.1 percent of the area's Hispanics are 40 or over, compared to 35.4 percent of the total population. This is due, in part, to the increasing number of non-Hispanic retirees living in the Tucson area.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B4 (Arizona).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Hispanics possess higher mean and median family incomes in Tucson than do Hispanics nationwide. Similarly, the small Black population of Tucson has income levels above the national levels for that group. This is noteworthy since, overall, figures for the total and White populations of Tucson show mean and median family incomes lower than the national averages for their groups; 19.7 percent of Tucson's Hispanics were found in the most recent Census to be below the poverty level. While higher than the figure for the total population of Tucson, this is lower than the 23.8 percent of Hispanics nationally below the poverty level.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$23,052	$19,768	10.7%
Blacks	$16,604	$14,607	22.7%
American Indians, Eskimos, and Aleuts	$15,159	$10,527	40.1%
Asians and Pacific Islanders	$21,850	$19,668	17.9%
Hispanics	$17,779	$16,144	19.7%
Total Population	$22,117	$19,000	15.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The presence of a major university in Tucson influences the educational level statistics. As noted, over 20 percent of the area's Hispanics have completed at least one year of college. This is above the national average for Hispanics. There is, however, a sizeable proportion of the population with less than a high school education; 34.2 percent of all Hispanics—more than any other group with the exception of the American Indian population—have only an elementary school education. This is, it should be noted, better than the national average for Hispanics.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	29,889	11.0	1,444	19.5	2,719	40.5	460	16.4	17,257	34.2	42,377	13.6
1-3 Yrs. High School	30,782	11.3	1,078	14.5	946	14.1	155	5.5	8,217	16.3	36,484	11.7
4 Yrs. High School	91,527	33.6	2,194	29.6	1,910	28.4	679	24.1	14,018	29.0	102,514	32.9
1-3 Yrs. College	59,573	21.9	1,751	23.6	796	11.9	469	16.7	8,955	18.7	65,114	21.0
4 or More Yrs. College	60,761	22.3	944	12.7	344	5.1	1,049	37.3	1,444	3.8	64,296	20.7
Totals	272,532	100.1	7,411	99.9	6,715	100.0	2,812	100.0	50,471	100.0	310,585	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Most Hispanics speak Spanish at home, and almost all are bilingual. Of the Hispanic residents of Tucson, 86,322, or 17.5 percent of the five and older population, speak Spanish at home. Of these, 10,867 speak limited or no English. It thus appears that despite the proximity of Tucson to the U.S.-Mexico border, English language use is increasing. This is verified by the fact that the younger population (those 5-17 years of age) is more bilingual and less monolingual.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	**78,512**	**74.9**	**304,445**	**78.3**	**382,957**	**77.6**
Speak Spanish at Home	22,540	21.5	63,782	16.4	86,322	17.5
Speak English Well or Very Well	20,526	19.6	55,109	14.2	75,635	15.3
Speak English Not Well or Not at All	2,014	1.9	8,673	2.2	10,687	2.2
Speak Other Language at Home	**3,757**	**3.6**	**20,628**	**5.3**	**24,385**	**4.9**
Totals	**104,809**	**100.0**	**388,855**	**100.0**	**493,664**	**100.0**

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S-2-4 (Arizona).

THE TUCSON ADI

The Tucson Area of Dominant Influence (ADI) consists of the five counties shown below and has a total population of 646,357, of which 153,122 or 23.7 percent are Hispanic.

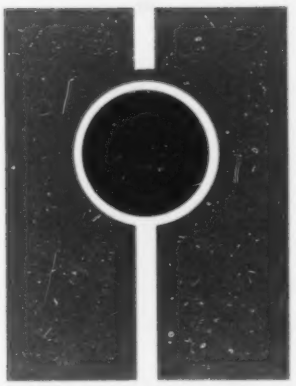
ADI Counties	Total Population	Hispanic Population
Cochise AZ	85,686	22,840
Pima AZ	531,443	111,438
Santa Cruz AZ	20,459	15,229
Catron NM	2,720	760
Hidalgo NM	6,049	2,849
Totals 5 Counties	646,357	153,122

Source: ADI Definition—*Broadcasting Cablecasting Yearbook* 1985, Stoner Communications. Population from U.S. Census Reports PC80-1-B4 (Arizona) and PC80-1-B35 (New Mexico).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Tucson was excellent. The Census office in Tucson was a model, with competent staff and close communication with local officials. This office finished its task so far ahead of other offices that it had sufficient time to double check its coverage and improve upon the enumeration process.

Probable undercount of Hispanics in Tucson: 1 percent.



Section IV:

The Hispanic Electorates

THE HISPANIC ELECTORATES

As the United States' second largest minority, Hispanics traditionally have been courted by politicians in important local and state election campaigns. For the most part, however, Hispanic issues have been missing from the national agendas of the major political parties. In view of their increasing numbers, their geographic concentration in key states, and their growing political activism, Hispanics must be recognized by presidential and other political aspirants as a significant political force.

We have not one but a number of Hispanic electorates in the United States, each with its own country of origin and its unique historical experience. These various cultural histories are sometimes manifested in differences in political participation, voting patterns, and ideology. This section will describe the several Hispanic electorates, their size, the extent of their electoral participation, and their voting patterns.

A Demographic Profile

From all the data presented in the other sections of this Almanac, the emerging demographic fact most salient to political observers is that Hispanics—a relatively small proportion of the total national electorate—are concentrated in a few key states. Eighty-five percent of all voting age Hispanics can be found in nine states. These nine states control a total of 193 electoral votes, 71 percent of the 270 votes needed to win the presidency. These states will become the basis of our demographic analysis of the Hispanic electorates.

Geographic Distribution and Growth of Hispanic Voting Age Population: 1970–1980

Sources: U.S. Bureau of the Census, 1980 Census of the Population, General Population Characteristics, Series PC80-1-B
U.S. Bureau of the Census, 1970 Census of the Population, Series PC70-1-B

The different origin groups of Hispanics are for the most part geographically distinct. The breakdown of Hispanic adults by ancestry is shown in the chart *Voting Age Hispanics by National Origin in Nine States*. Persons of Mexican origin—who comprise 58 percent of all Hispanic adults in the United States—are situated chiefly in the Southwest; almost three in four live in California and Texas. Puerto Ricans—who are 13 percent of the total U.S. Hispanic voting age population—are concentrated in the Northeast, with fully half of them in New York and two-thirds in New York, New Jersey, and Illinois. Cubans—about 7 percent of all U.S. Hispanic adults—live mainly in the Southeast; six in 10 are to be found in Florida, and eight in 10 in Florida, New Jersey, and New York. Persons of other Spanish origin—22 percent of all U.S. Hispanic adults—live for the most part in California, New York, and New Mexico.

Voting Age Hispanics by Origin in Nine States: 1980

State	Hispanic Voting Age Population	% Mexican	% Puerto Rican	% Cuban	% Other Spanish
California	2,775,170	77.7	2.2	1.7	18.4
Texas	1,756,971	91.5	0.9	0.6	7.0
New York	1,061,852	2.3	56.7	5.8	35.1
Florida	629,292	7.6	9.9	58.9	23.6
Illinois	579,208	63.4	19.4	3.8	13.4
New Jersey	307,321	2.7	44.0	20.4	33.0
New Mexico	292,714	47.5	0.3	0.2	52.0
Arizona	256,688	89.1	1.0	0.3	9.6
Colorado	204,301	59.6	1.4	0.6	38.5
Subtotal	7,663,517	59.7	12.5	7.4	20.4
US Total	8,980,717	57.5	13.4	6.8	22.2

Source: U.S. Bureau of the Census, 1980 Census of Population, General Population Characteristics, Series PC80-1-B

Not only are Hispanics concentrated in a few states. Most of them live in the larger metropolitan areas of those states. In 1980 half of all U.S. Hispanics lived in the central cities of metropolitan areas, whereas only a third of all non-Hispanics did so. Puerto Ricans and Cubans especially were found in the larger metropolitan areas—those of one million or more population.

Another politically important demographic fact is the tremendous growth of the Hispanic population over the past decade. Between 1970 and 1980 Hispanics increased by 61 percent. The increase in the number of Hispanics of voting age was even larger: 77 percent. While all Hispanics participated in this substantial growth, some groups contributed more than others. Persons of Mexican origin nearly doubled during the decade, compared to an increase of 47 percent among Cubans and 41 percent for Puerto Ricans. Persons of other Spanish origin grew by 19 percent. Some of this apparent growth no doubt is due to improved Census enumeration of Hispanics, but most is due to the relatively higher fertility of Hispanics and to increased immigration, chiefly from Mexico. By the end of the decade, Hispanics had increased from 4.5 percent to 6.4 percent of the national population.

The greatest percentage growth in the Hispanic voting age population occurred in California and Florida. In both states the Hispanic voting-age populations have more than doubled their numbers during the past decade. The map, *Geographic Distribution and Growth of Hispanic Voting Age Population,* shows the percentage increase by state in the Hispanic adult population from 1970 to 1980. Even more important politically is the fact that both California and Texas—the two states with the largest numbers of Hispanic adults—increased their shares of this population. By 1980, more than half of all Hispanics in the country were concentrated in those states.

Citizenship status is an important—though frequently overlooked—factor to consider when evaluating the relative impact of the Hispanic electorates. According to 1980 Census figures, 26 percent of Hispanic adults in the nation are not citizens. Census figures may be underestimates of the true number of non-citizens, however, since there is some over-reporting of naturalized status on the part of foreign born persons. Estimates derived from a recent Census Bureau study by Warren and Passel indicate that as many as 36 percent of Hispanic adults may not be citizens.

Using the more conservative official Census figures, the percentage of non-citizens among Hispanics in the nine states ranges from an estimate of 5 percent in New Mexico to 37 percent in California. The chart, *The Hispanic Electorates in Nine States: 1980,* shows the relative size of the adult Hispanic citizen population in each state. California and Texas have the largest numbers of eligible Hispanic voters; about half of all Hispanic voters in the nation reside in these two states. While their numbers are not as great in New Mexico, Hispanics there constitute the largest proportion of the total electorate of any state. This is reflected in the greater representation of Hispanics in statewide offices; indeed, New Mexico is the only state with a Hispanic governor.

The Hispanic Electorates in Nine States: 1980

State	Hispanic Population		Voting Age Hispanics		Hispanic Citizens of Voting Age	
	Number	% of Total Population	Number	% of Total Voting Age Population	Number * (rounded)	% of Total Citizen Voting Age Population
California	4,544,331	19.2	2,775,170	16.1	1,742,000	11.3
Texas	2,985,824	21.0	1,756,071	17.7	1,465,000	15.4
New York	1,659,300	9.5	1,161,852	8.3	811,000	6.8
Florida	858,158	8.8	629,202	8.5	361,000	5.2
Illinois	635,602	5.6	379,208	4.6	240,000	3.0
New Jersey	491,883	6.7	307,421	5.7	216,000	4.2
New Mexico	477,222	36.6	292,714	33.1	280,000	32.4
Arizona	440,701	16.2	250,688	13.3	217,000	11.8
Colorado	339,717	11.8	204,301	9.8	193,000	9.6
Subtotal	12,432,738	13.7	7,960,517	11.6	5,526,000	9.0
U.S. Total	14,608,673	6.4	8,980,717	5.5	6,500,000	4.2

Sources: U.S. Bureau of the Census, 1980 Census of Population, General Population Characteristics, Series PC80-1-B

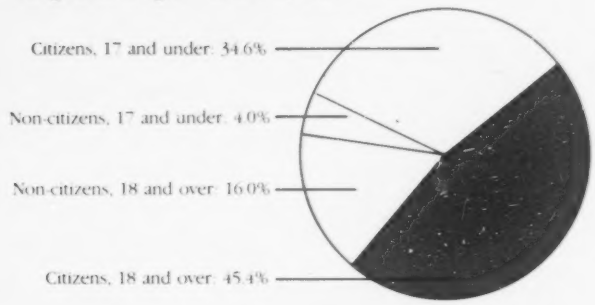
U.S. Bureau of the Census, 1980 Census of Population, Detailed Population Characteristics, Series PC80-1-D

*Rounded, since source is sample and is estimated for voting age

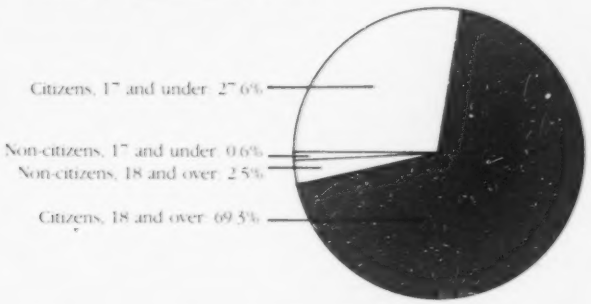
A review of the demographic characteristics of Hispanics gives some clues to their apparently lower rates of voter participation. Hispanics as a group are younger than the rest of the population. In 1980, the median age of Hispanics was 22.1 years; it was 31 among non-Hispanics. Six out of 10 Hispanics—approximately 9 million—were of voting age; in the general population, seven in 10 persons were of voting age.

There is also a higher proportion of immigrants and thus more non-citizens among Hispanics. An estimated 74 percent of Hispanic adults were citizens in 1980, compared to 97 percent of the total U.S. population. The bottom line politically is illustrated in the charts below: whereas 69 percent of the total U.S. population is eligible to register and vote, only 45 percent of all Hispanics are eligible.

Proportion Eligible To Vote: Hispanic Population: 1980



Proportion Eligible to Vote: Total Population: 1980



Source: U.S. Bureau of the Census, 1980 Census of the Population, Detailed Population Characteristics, Series PC80-1-D, U.S. Summary

Hispanic Voter Participation: 1980

It is obvious that the size and impact of the Hispanic electorate ultimately is determined by the extent to which Hispanics register and vote. If one estimates Hispanic registration by counting Spanish surnames on the registration rolls, one in three eligible Hispanics was found to have registered and voted in 1980: one-half of all eligible Hispanics were on the registration rolls, and six in 10 of those persons came to the polls to cast ballots. This may be an underestimate of the actual turnout rate, since registration rolls are not always purged of persons who have moved or are otherwise ineligible to vote. The chart, *Hispanic Registration and Voting in Nine States: 1980*, shows that registration and turnout rates varied among the states: registration ranged from 42 percent in New Jersey to 62 percent in New York, turnout of registered voters varied from 52 percent in Texas to 89 percent in Illinois.

Hispanic Registration and Voting in Nine States: 1980

State	Number of Hispanics Registered	Registered % of Eligible	Unregistered Hispanic Citizens	Hispanics Voting Number	% of Registered Who Voted
California	988,000	56.7	754,000	642,000	65.0
Texas	799,000	54.6	666,000	415,000	51.9
New York	501,000	61.8	310,000	375,000	74.9
Florida	198,000	54.8	163,000	155,000	78.3
Illinois	141,000	58.8	99,000	125,000	88.7
New Jersey	91,000	42.1	125,000	60,000	65.9
New Mexico	171,000	61.1	109,000	116,000	67.8
Arizona	105,000	48.5	112,000	73,000	69.5
Colorado	114,000	59.0	79,000	83,000	72.8
Subtotal	3,108,000	56.2	2,418,000	2,044,000	65.8
U.S. Total	3,427,000	51.6	3,213,000	2,173,000	63.4

Sources: Southwest Voter Registration Education Project, Latino Voting in the 1980 Presidential Election, San Antonio, Texas: SVREP, 1980. Unregistered Hispanic citizens are estimated from U.S. Bureau of the Census, 1980 Census of Population, Detailed Population Characteristics, Series PC80-1-D.

Two factors suggest that we may see an increase in Hispanic voting strength in the near future:

First, given the fact that the Hispanic population is younger, there is a built-in potential for growth of the Hispanic electorate as the large numbers of Hispanic youths reach voting age. This is a certainty; tomorrow's voters already have been born.

Second, Hispanics as a group are under-registered compared to the rest of the population. Only one-half of all eligible Hispanics were registered to vote in 1980, compared to two-thirds of the U.S. population overall, and much of the untapped potential for political mobilization of Hispanics lies with the 3.2 million eligible Hispanics not yet registered. Our next section examines more closely the data on voter registration and turnout in order to identify characteristics related to greater political participation.

Ethnic Group Differences in Voter Participation

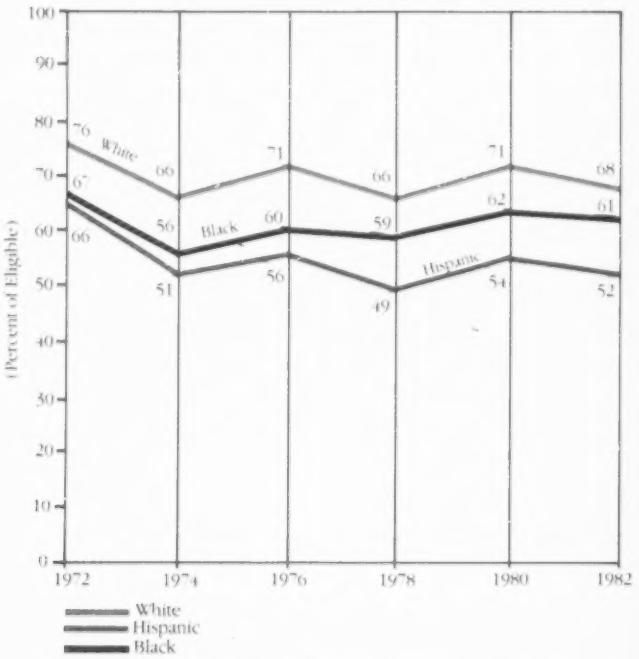
Two reasons for the apparently low voter participation rate of Hispanics, in contrast to their numbers in the population, were discussed previously: compared to other ethnic groups, Hispanics have larger proportions of non-citizens and of persons not yet of voting age. *Many analysts fail to remove non-citizens from their calculations of voter participation rates, yielding a distorted picture of exceedingly low Hispanic participation relative to Whites and Blacks.* When non-citizens are removed, a more realistic comparison of actual registration and voting behavior can be made. *In this section, all charts showing voter participation are based on numbers of eligible voters, that is, either citizens of voting age or persons who in fact are registered to vote.*

The Current Population Survey on registration and voting, taken every two years following the general elections, is the source of the electoral participation data presented in this section. As self-reports tend to be, the estimates of registration and turnout are inflated. However, the inflation is fairly uniform from election to election, and the comparisons across time probably are reasonable approximations. (Some research indicates that the inflation may be higher for Hispanics and Blacks than for Whites. See **Who Votes?** by Raymond Wolfinger and Steven Rosenstone for their analyses in the Hispanic section.) Non-citizens are subtracted from the voting age population to arrive at the number of eligible voters on which the participation rates are calculated. *Since the question on citizenship status was not asked until 1980, estimates of the proportions of non-citizens for all years were based on the 1980 report.*

Political observers have noted a decline in voter turnout in U.S. presidential elections, beginning in the late '60s. Changes in participation rates may reflect changes in registration, changes in turnout, or a combination of the two. Voter registration rates generally are affected by long-term factors such as age, education, and political alienation. Voter turnout rates are more likely to reflect short-term factors such as those directly related to a particular election or candidate.

The graph, *Registration by Ethnic Group*, shows the registration rates of Hispanics, Blacks, and Whites from 1972 to 1982. (Note that "White" includes most Hispanics.) All three groups dropped after 1972, with some fluctuations between presidential and mid-term elections. Blacks are less likely to register than are Whites, and Hispanics are less likely to register than are Blacks.

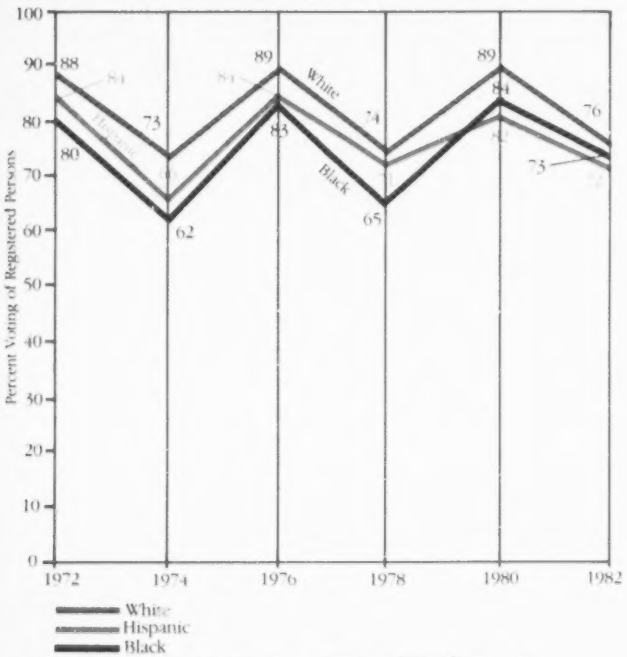
Registration by Ethnic Group: 1972–1982



Sources: U.S. Bureau of the Census, Current Population Reports, Series P20
No. 250, *Voting and Registration in the Election of November 1972*
No. 295, *Voting and Registration in the Election of November 1974*
No. 322, *Voting and Registration in the Election of November 1976*
No. 344 *Voting and Registration in the Election of November 1978*
No. 370, *Voting and Registration in the Election of November 1980*
No. 385, *Voting and Registration in the Election of November 1982*

Once he or she is registered, whether a voter shows up at the polls is determined less by ethnicity and more by the significance of the election itself. As the graph *Turnout of Registered Persons* indicates, registered Whites are only slightly more likely to vote than are Blacks and Hispanics; the latter two groups are very close in turnout, depending on the election. A comparison of ethnic group trends over three presidential elections, from 1972 to 1980, reveals no large changes in turnout rates. Blacks voted slightly more in 1976 and 1980 than in 1972, but virtually no change in turnout among registered Whites or Hispanics is evident. A gradual increase for all three groups occurred in mid-term elections from 1974 to 1982.

Turnout of Registered Voters: 1972–1982



Sources: U.S. Bureau of the Census, Current Population Reports, Series P20
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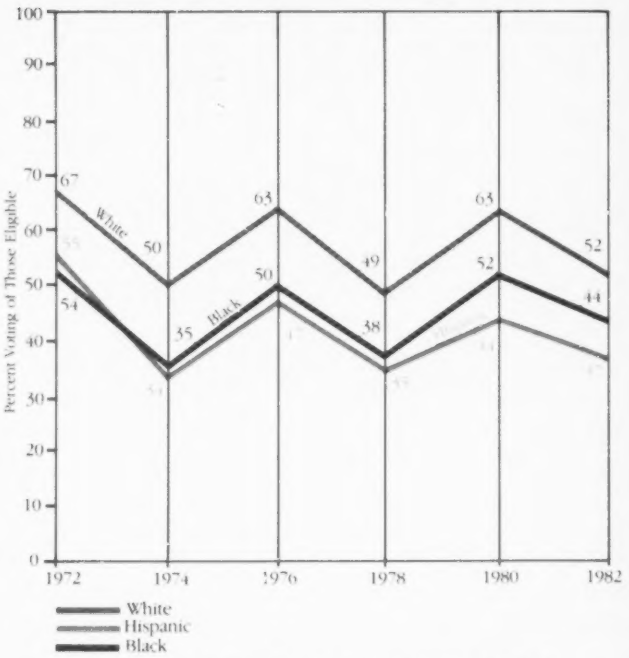
No. 370, *Voting and Registration in the Election of November 1980*
No. 383, *Voting and Registration in the Election of November 1982*

Combining registration and turnout gives an overview of relative voter participation rates among ethnic groups. The graph *Voter Participation by Ethnic Group* shows an overall decline in participation rates during presidential elections from 1972 to 1980, with Hispanics showing the greatest decrease. In mid-term elections, however, a slight increase in voter participation is evident, with the greatest increase among Black voters.

Voter participation also varies by region and residence. Generally, Blacks participate less than Whites, and Hispanics less than Blacks. Particularly low participation rates are found among Hispanics in non-metropolitan areas of the North Central states. Among Hispanics in these areas are a large number of itinerant workers who have never been integrated into the electoral system, due to a history of restrictive residency requirements.

Voter Participation by Ethnic Group: 1972–1982



Sources: U.S. Bureau of the Census, Current Population Reports, Series P20
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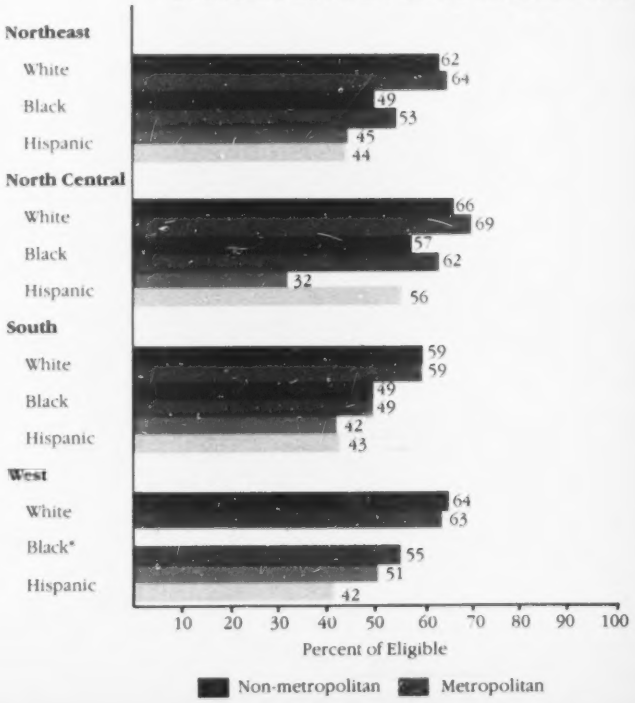
No. 383, *Voting and Registration in the Election of November 1982*

VOTING IN 1980 BY RACE AND SPANISH



While one decade of elections is not sufficient to draw definitive conclusions about trends in voter participation, inter-ethnic comparisons can be made with some confidence. First, it is clear that Whites are more likely to register than are Blacks, and Blacks are more likely to register than are Hispanics; when non-citizens are removed from the analysis, however, the participation gap between Hispanics and non-Hispanics is not as large as that usually reported. Once registered, Blacks and Hispanics are about equally likely to vote and only slightly less likely to vote than are registered Whites.

Who Registers? Who Votes?

A clearer understanding of Hispanic voter participation can be gained by comparing various subgroups of the Hispanic electorate—age, sex, and socioeconomic status groups—to see who is more likely to register and vote. Previous studies of voting in American society have shown that men vote more than women, middle-aged more than younger or older persons, rich more than poor, and the better educated more than the poorly educated. It will be instructive to see if the same differences can be found within the Hispanic electorates.

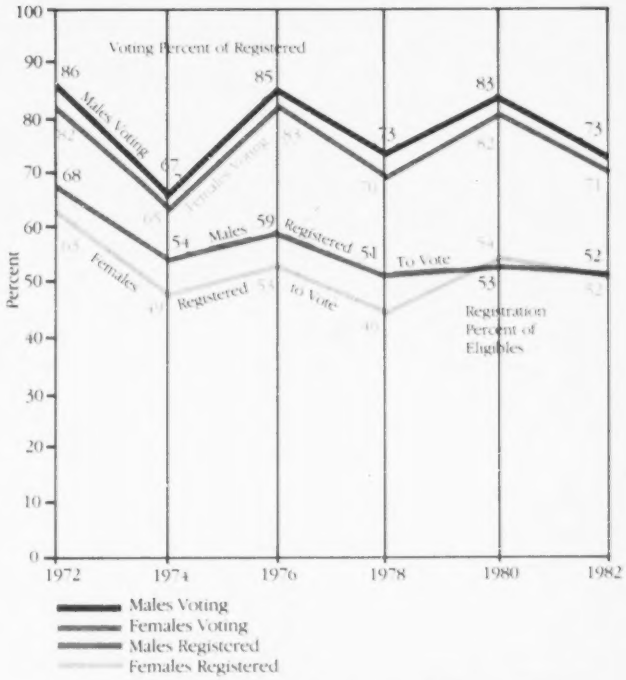
Gender and Age Group Differences

Since 1920, when the franchise was extended to U.S. females, American women have increased their electoral participation consistently and dramatically. By 1976 the gender gap in participation had virtually closed. And since 1972, when Hispanic voting data were first made available by the Census Bureau, gender differences among Hispanics have not been large. During the 1970s the registration rate for Hispanic men remained about five percentage points higher than for Hispanic women, but by 1980 that gap had closed completely. Once registered, Hispanic women are as likely to turn out to vote as are Hispanic men.

Studies of the U.S. electorate have established a fairly strong relationship between voting and age: the likelihood that one will vote is low in early adulthood, increases until one reaches middle age, and declines with old age. Among Hispanics, the same pattern has been reported. The chart *Hispanic Registration and Turnout by Age: 1980* shows the differences by age group in voter registration and turnout rates for Hispanics in the 1980 presidential election. The most dramatic differences are found in voter registration rates between the very young and the middle-aged Hispanics. Young adults, aged 18 to 20, are less than half as likely to register as persons 35 or older. Once registered, however, age group differences in voter turnout are not as large; the age gap in voter turnout between young and middle-aged registered Hispanics is about 20 points. Among Hispanics, the "twilight decline" in voter participation found in the general population does not occur until age 75, and even then the electoral drop-out rate is not severe.

If gender differences are examined within age groups, it becomes clear that most of the decline in voter participation among those over 75 occurs among women. The chart *Hispanic Voting by Age and Sex* shows women aged 75 or older

Hispanic Registration and Voting by Sex: 1972–1982



Sources: U.S. Bureau of the Census, Current Population Reports, Series P-20:
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No. 370, *Voting and Registration in the Election of November 1980*
No. 383, *Voting and Registration in the Election of November 1982*

ORIGIN AND BY REGION AND RESIDENCE

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

North Central: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

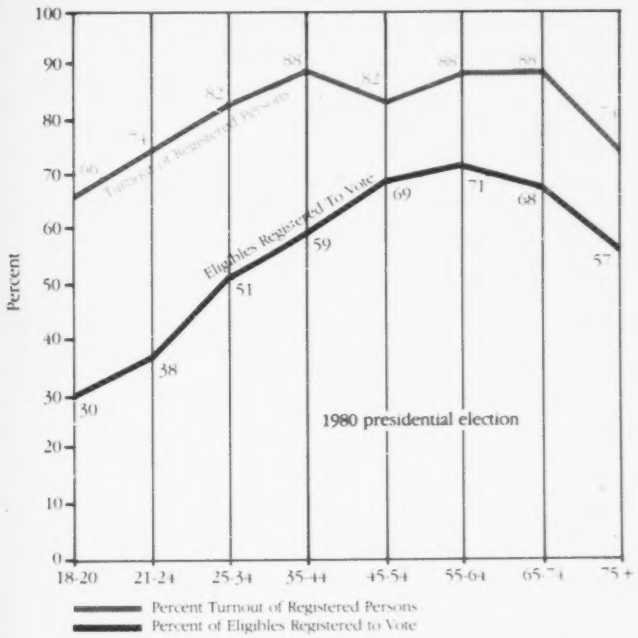
South: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Tennessee, Texas, Virginia, and West Virginia.

West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming

Source: U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 370, *Voting and Registration in the Election of November 1980.*

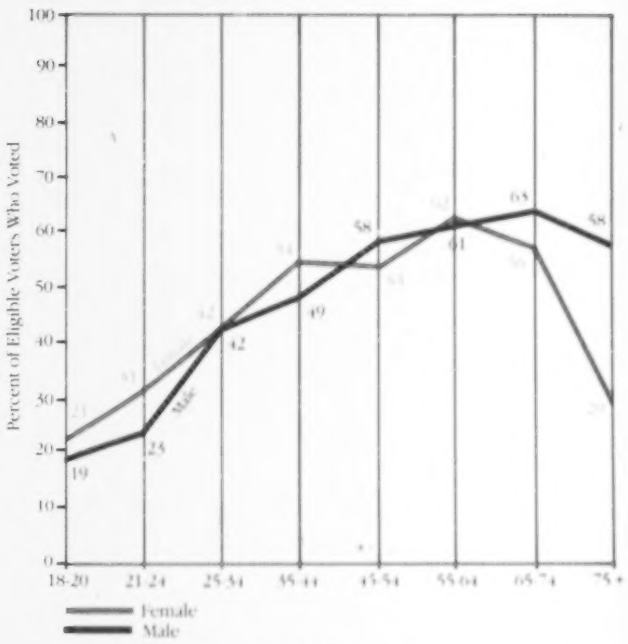
*Sample base too small to be reliable.

Hispanic Registration and Turnout by Age: 1980



Source: U.S. Bureau of the Census, Current Population Reports, Series P20 No. 370, *Voting and Registration in the Election of November 1980.*

Hispanic Voting by Age and Sex: 1980

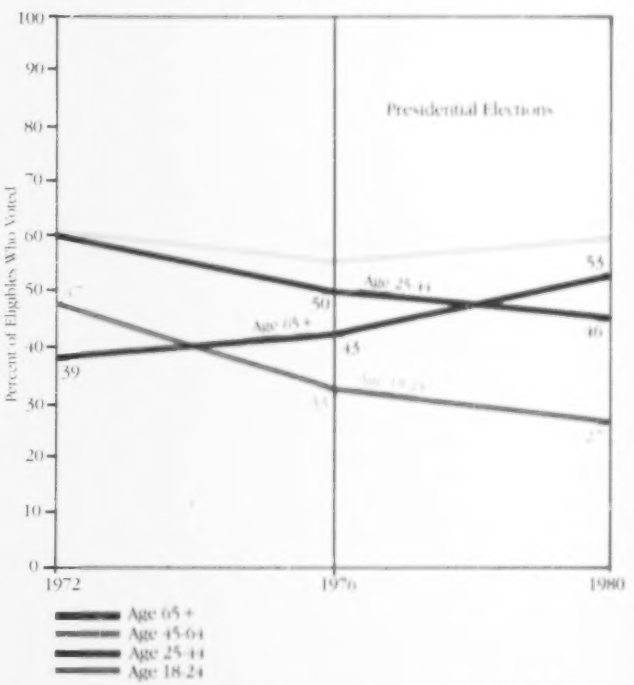


Source: U.S. Bureau of the Census, Current Population Reports, Series P20 No. 370, *Voting and Registration in the Election of November 1980.*

participating in elections at half the rate of men in that age group. This may be due to traditional cultural values which defined politics as a man's game, or simply to the fact that elderly women are more isolated than elderly men and find it difficult to get to the polls. In any case, this group is a very small segment of the Hispanic electorate. Below age 25, the reverse pattern is found: women are slightly more likely to vote than men.

Trends in voter participation show the age gap widening among Hispanics. In presidential elections between 1972 and 1980, the greatest decline in voting is found among 18 to 24-year-olds, and the greatest increase is found among those 65 or older. In fact, as the chart *Trends in Hispanic Voting by Age* shows, a decline in voter participation has taken place among persons under 45, which includes the postwar baby-boom generation. This age group constitutes a large proportion of the Hispanic electorate and contributes in no small way to low Hispanic voter participation rates. Since this generation is growing older and thus can be expected to participate increasingly in the electoral process, there is reason to predict that the number of Hispanics voting will increase significantly. Even so, the generation gap in participation continues to widen. We can also expect turnout among the elderly to continue to rise, as a new generation of more active Hispanic women enters this age group and as the educational level of this age group climbs.

Trends in Hispanic Voting by Age: 1972–1980



Sources: U.S. Bureau of the Census, Current Population Reports, Series P20 No. 250, *Voting and Registration in the Election of November 1972* No. 322, *Voting and Registration in the Election of November 1976* No. 370, *Voting and Registration in the Election of November 1980.*

Socioeconomic Group Differences

That voter participation is directly related to educational attainment, occupational status, and income level is a generally acknowledged finding in political science. In fact, Gary Orren and Sidney Verba, in a report—"The Shape of the Problem"—prepared for the Harvard/ABC Symposium on American Voter Participation, September 30-October 1, 1983, state that the gap in voter turnout between those who have not completed high school and those who are college graduates has almost doubled since 1964. And they assert that "much if not most of the differences in turnout that remain between racial, gender, and age groups is a function of educational differences." The fact that Hispanics as a group are under-educated may go a long way toward explaining their low voter participation rates. Such an explanation, however, should be weighed in the balance with the discriminatory structures that historically have stood in the way of full enfranchisement—the poll tax, gerrymandering, and at-large election systems, to mention only a few.

Socioeconomic status clearly accounts for some of the differences in voter participation among Hispanics. The graph *Hispanic Voting by Socioeconomic Status: 1980* shows that Hispanics with a college degree are almost twice as likely to register and vote as those who have not completed high school; Hispanic professionals are almost twice as likely to go to the polls as blue-collar workers, and persons earning at least $25,000 a year are twice as likely to vote as persons making less than $5,000. Furthermore, the relationship between socioeconomic status and voting is a consistent one: with each step up the socioeconomic ladder, voter participation improves.

To answer the question of who votes among Hispanics, we took a closer look at different gender, age, and status subgroups. We found that small participation differences between Hispanic men and women had diminished by 1980. Age differences, however, remain large. In the early years participation is at its lowest. It improves and reaches a plateau in middle age. Only at age 75 does Hispanic voter participation begin to decline—chiefly among women. And there is clear evidence that the gap in voter participation between younger and older Hispanics has widened during the past decade. Finally, differences in voter participation are found between social class subgroups of Hispanics.

HISPANIC VOTING BY SOCIOECONOMIC STATUS IN 1980

Source: U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 370, *Voting and Registration in the Election of November 1980*.

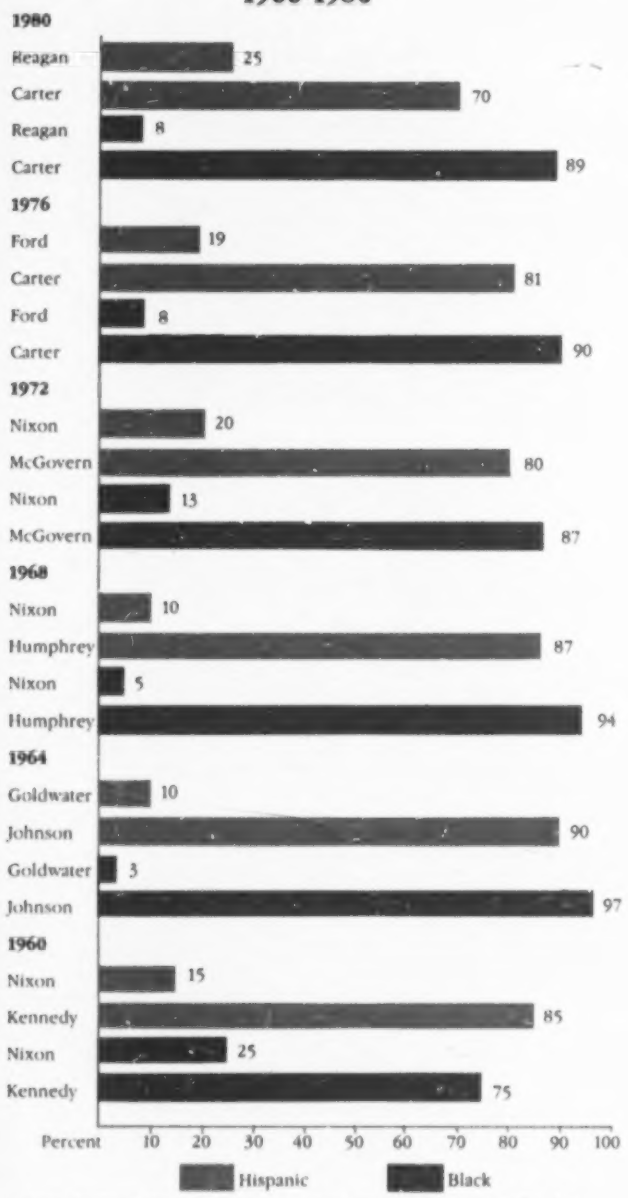
Up to this point, data have been presented on the size of the Hispanic electorates, the extent of their participation, and those characteristics most likely to be associated with registering and voting. To complete the picture of Hispanic voter participation, we must learn how Hispanics vote.

Hispanic Voting Patterns

The graph *Hispanic and Black Votes for President: 1960 to 1980* shows that both Blacks and Hispanics traditionally have supported the Democratic candidate for president. With the exception of the 1960 election, Blacks have voted Democratic to a greater extent than Hispanics. The greatest Hispanic support for a Republican contender was the 25-percent vote received by Reagan in 1980. No discernible trend, however, suggests increasing support for either the Republican or the Democratic candidate among either Blacks or Hispanics.

A closer look at the 1976 and 1980 elections in states with large Hispanic populations reveals that the percent of Hispanics voting Republican increased in most cases from 1976 to 1980; however, only in Florida did the Republican candidate receive a majority of the Hispanic vote. Unlike other Hispanic groups, Cubans showed consistent support for the Republican candidate in 1976 and 1980.

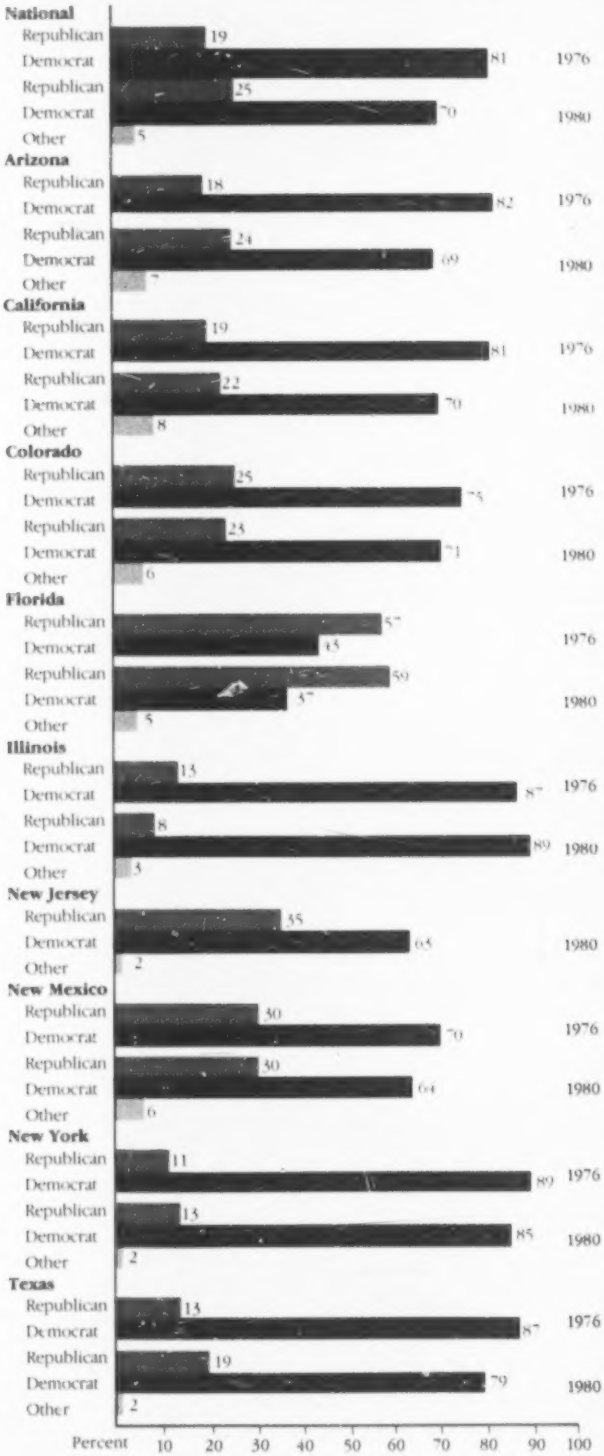
HISPANIC AND BLACK VOTES FOR PRESIDENT, 1960-1980



Source: Southwest Voter Registration Education Project, *Latino Voting in the 1976 Presidential Election*, San Antonio, Texas: SVREP. Southwest Voter Registration Education Project. *Latino Voting in the 1980 Presidential Election*. San Antonio, Texas: SVREP. Mark R. Levy and Michael S. Kramer, *The Ethnic Factor: How American Minorities Decide Elections*, New York, New York: Simon and Schuster, 1973.

Hispanic voting percentages for 1980, 1976, and 1972 from SVREP. Black voting percentages for 1980 and 1976 from the Joint Center for Political Studies. Black voting percentages for 1972 from *Newsweek*. Hispanic voting percentages for 1968, 1964, and 1960 from the Institute of American Research; Black voting percentages for 1968, 1964, and 1960 from NBC News.

HISPANIC VOTING FOR PRESIDENT, 1980

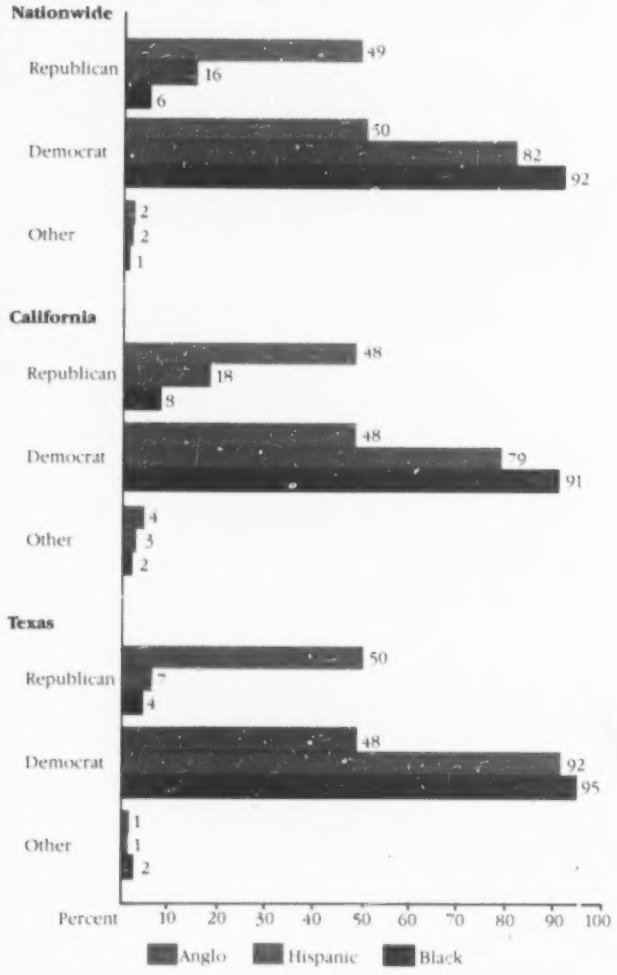


Sources: Southwest Voter Registration Education Project, *Latino Voting in the 1976 Presidential Election*, San Antonio, Texas: SVREP.

Southwest Voter Registration Education Project, *Latino Voting in the 1980 Presidential Election*, San Antonio, Texas: SVREP.

The mid-term elections of 1982 show that many Hispanic voters had returned to the Democratic fold. The graph *Vote for Congress by Race and Ethnicity, 1982* indicates that eight in 10 Hispanic voters in the nation supported the Democratic congressional candidate, while as many as nine in 10 Blacks supported the Democrat. Hispanic support for Democratic candidates was greater in Texas (92 percent) than in California (79 percent).

VOTE FOR CONGRESS BY RACE AND ETHNICITY, 1982



Source: NBC/Associated Press Election Day Voter Polls, November 2, 1982. "Anglo" refers to persons who are not Hispanic, Black or other racial minority.

The same pattern of lopsided support for Democratic candidates in gubernatorial races and in races for the U.S. Senate was found in studies of California, Texas, New Mexico, and New York elections. The chart *Hispanic Voting Patterns in 1982-83* shows results of a variety of studies in these states. In most races, Democrats received from 70 to 90 percent of the Hispanic vote. It is interesting to note variations between different kinds of studies—phone polls, exit polls, election returns for Hispanic precincts—and different sample sizes. Nevertheless a clear picture of a solid Hispanic bloc vote emerges from these studies.

HISPANIC VOTING PATTERNS IN 1982-1983

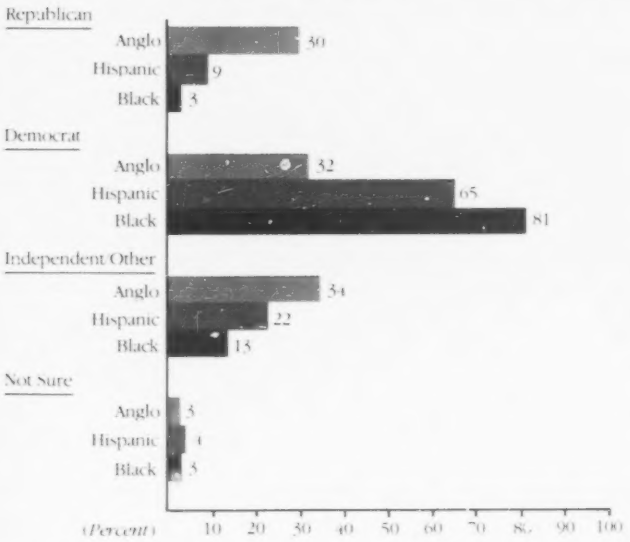
State, Election (Democrat v. Republican) Source (Sample = N)	Democrat	Republican	Other
Nationwide 1982 U.S. House			
NBC/AP Exit Poll (N = 250 Voters)	82%	16%	2%
ABC News Exit Poll (N = 1,089 Voters)	72%	25%	3%
CBS/NYT Exit Poll (N = 153 Voters)	74%	24%	2%
Calif. 1982 U.S. Senate (Brown v. Wilson)			
LAT Exit Poll (N = 157)	80%	18%	2%
CBS/NYT Exit Poll (N = 163)	87%	8%	5%
Calif. 1982 U.S. House			
LAT Exit Poll (N = 152)	85%	10%	1%
Calif. 1982 Governor (Bradley v. Deukmajeon)			
LAT Exit Poll (N = 160)	75%	21%	2%
CBS/NYT Exit Poll (N = 163)	68%	27%	4%
Texas 1982 U.S. Senate (Bentsen v. Collins)			
SVREP Election Returns (N = 282 Precincts)	90%	10%	1%
CBS/NYT Exit Poll (N = 167)	82%	14%	5%
Texas 1982 Governor (White v. Clements)			
SVREP Election Returns (N = 282 Precincts)	86%	13%	1%
CBS/NYT Exit Poll (N = 167)	74%	21%	2%
New Mexico 1982 U.S. Senate (Bingaman v. Schmitt)			
SVREP Election Returns (N = 113 Precincts)	79%	21%	0
CBS/NYT Exit Poll (N = 361 Voters)	71%	24%	4%
New Mexico 1982 Gubernatorial (Anaya v. Irick)			
SVREP Election Returns (N = 113 Precincts)	85%	15%	0
CBS/NYT Exit Poll (N = 361 Voters)	85%	13%	1%
New York 1982 Gubernatorial (Cuomo v. Lehrman)			
IPRP Election Returns (N = 3 Wards)	86%	14%	0
Chicago 1983 Mayoralty (Washington v. Epton)			
MVREP Exit Poll (N = 1,042 Voters)	80%	20%	0

Source codes:
ABC = ABC News
NBC/AP = National Broadcasting Company/Associated Press
CBS/NYT = CBS/New York Times
LAT = Los Angeles Times
SVREP = Southwest Voter Registration Education Project (San Antonio)
IPRP = Institute for Puerto Rican Policy (New York City)
MVREP = Midwest Voter Registration Education Project (Columbus, Ohio)

Party Identification of Hispanics

When asked their political party affiliation, Hispanic voters respond very much as they vote: Democratic. A nationwide election day poll, November 2, 1982, revealed that 65 percent of all Hispanic voters identified themselves as Democrats, while 9 percent identified themselves as Republicans. As many as 81 percent of Blacks and only 32 percent of non-Hispanic Whites said they were Democrats.

Party Identification by Race and Hispanic Origin: November 2, 1982



Source: NBC/AP Election Day Voter Polls, November 2, 1982
"Anglo" refers to persons who are not Hispanic, Black, or other racial minority.

A number of statewide studies reveal similar findings. The graph *Hispanic Party Identification: 1982-83* shows that among Hispanics, Democrats outnumber Republicans more than three to one. The Democratic percentage ranges from 54 to 85. The percent identifying as Republican did not exceed 18 in any of the studies and ranged for the most part between 4 and 8.

Hispanic Party Identification: 1982–1983

Source (Sample N)	Democrat	Republican	Independent or Other	Don't Know
ABC Exit Poll Nov. 1980 National Sample (N = 166 Voters)	61%	18%	12%	9%
NBC/AP Exit Poll Nov. 1982 National Sample (N = 319 Voters)	65%	9%	22%	4%
NBC/AP Exit Poll Nov. 1982 California (N = 173 Voters)	54%	18%	24%	5%
LAT Phone Poll Feb. 1983 Calif. (N = 197 Registered Voters)	72%	17%	4%	7%
NBC/AP Exit Poll Nov. 1982 Texas (N = 215 Voters)	71%	5%	19%	5%
LA RASA Phone Poll Nov. 1982 Denver (N = 400 Registered Voters)	74%	8%	14%	3%
SVREP Home Survey Jan. 1982 Unincorp. East Los Angeles (N = 265 eligibles)	69%	8%	21%	2%
SVREP Home Survey Jan. 1982 San Antonio, Texas (N = 358 eligibles)	67%	4%	20%	9%
SVREP Phone Survey Mar. 1983 McAllen-Edinburg, Texas (N = 457 Registered Voters)	69%	6%	22%	3%
SVREP Phone Survey Nov. 1983 Phoenix, Arizona (N = 419 Registered Voters)	75%	8%	18%	4%
IPRP Report: Registration Records 1983 New York City (N = 3 Latino Assembly Districts)	85%	5%	10%	

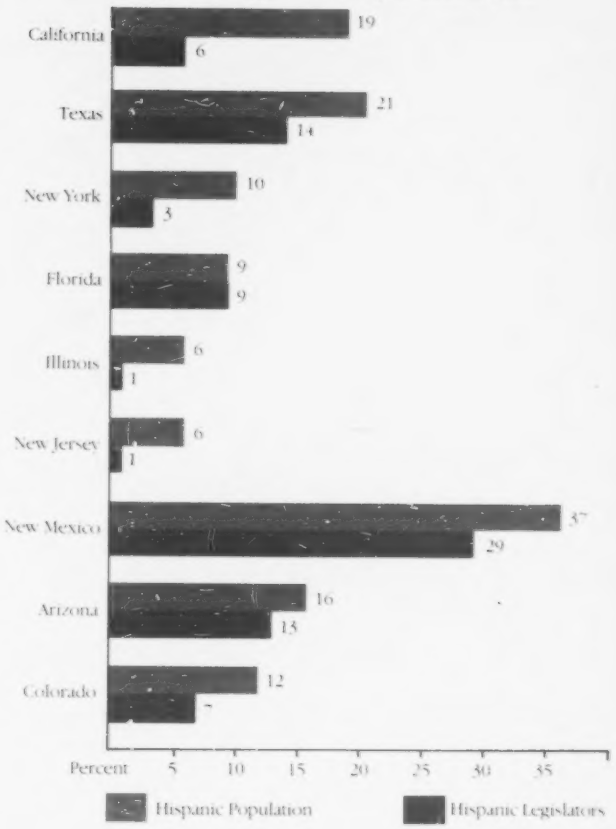
NBC/AP = National Broadcasting Company/Associated Press
SVREP = Southwest Voter Registration Education Project (San Antonio)
IPRP = Institute for Puerto Rican Policy (New York City)
LAT = Los Angeles Times Poll
LA RASA = Latin American Research and Service Agency (Denver)

Hispanic Elected Officials

The growth in numbers and the increased political sophistication of Hispanics—as well as the dismantling of many discriminatory election structures—has meant an increase in the number of Hispanic elected officials on almost all levels of government. As of this writing, nine of the 535 voting Members of Congress are Hispanic, more than ever before but still far less than the 34 one might expect if Hispanics were represented in the same proportions as their numbers in the population. In 1982 New Mexico elected a Mexican American governor and Secretary of State. In mid-1983 there were 105 Hispanic state legislators in the United States, 31 in upper houses and 74 in lower houses. But in only one state—Florida—have Hispanics reached parity in state legislative representation. *Hispanic Legislators by State: 1983* shows the percent of Hispanic state legislators compared to the proportion of the population that is Hispanic. Arizona and New Mexico have almost reached parity, but Texas and especially California and New York are far from reaching equality of representation.

While no scorecard on local elections has yet been tallied, some significant gains have been made recently by Hispanics winning mayoral contests in major metropolitan areas. In 1981 San Antonio elected its first Mexican American mayor in modern times, and in 1983 re-elected him with 94 percent of the vote. Denver voters elected a Mexican American mayor in 1983, and Miami voters re-elected a Puerto Rican mayor in the same year. There are now eight Hispanic mayors in mainland U.S. cities of more than 30,000 people.

Hispanic Legislators by State: 1983



Sources: Legislators from Southwest Voter Registration Education Project, *Mexican American Legislators in the Southwest: 1983*, San Antonio, Texas: SVREP. National Association of Latino Elected and Appointed Officials Civic Affairs Fund, "Preliminary List of Hispanic State Legislators and Hispanic Mayors of Cities Over 30,000 in the United States and Puerto Rico," Washington, D.C.: NALEO, 1984. Polly Baca, Vice Chair, Democratic National Committee, "Hispanic State Legislators," July 1983.

HISPANIC ELECTED OFFICIALS (January 1984)

Members, U.S. House of Representatives:

Baltasar Corrada—Puerto Rico (Non-voting delegate)
Eligio de la Garza—Texas—15th Congressional District
Ron de Lugo—Virgin Islands (Non-voting delegate)
Robert Garcia—New York—18th Congressional District
Henry B. González—Texas—20th Congressional District
Manuel Lujan, Jr.—New Mexico—1st Congressional District
Matthew G. Martinez—California—30th Congressional District
Solomon P. Ortiz—Texas—27th Congressional District
Bill Richardson—New Mexico—3rd Congressional District
Edward R. Roybal—California—25th Congressional District
Esteban E. Torres—California—34th Congressional District

Toney Anaya, Governor, State of New Mexico
Clara Padilla Jones, Secretary of State, New Mexico

Mayors of Cities with Population Exceeding 30,000

Henry G. Cisneros—San Antonio, Texas
Mauricio Ferre—Miami, Florida
Emilio A. Hernandez—Brownsville, Texas
Raul Martinez—Hialeah, Florida
Robert Martinez—Tampa, Florida
Dee Montano—Farmington, New Mexico
Luis Montano—Santa Fe, New Mexico
Federico Peña—Denver, Colorado

Conclusions

Now that many of the 1980 Census tabulations are complete, and a decade of national survey data on Hispanic registration and voting has been gathered, much can be said about Hispanic electorates that previously either was not known or was not well documented. It has always been clear that Hispanics are a pluralistic minority with a variety of national origins, somewhat varied with respect to class, status, and power. To say that Hispanics are a growing minority is also part of the conventional wisdom; what has become clear only recently is the rapidity of that growth and their politically strategic geographic locations. Persons of Mexican origin are growing in number at a rate more than twice that of the other Hispanic subgroups, so that by 1990 seven out of 10 U.S. Hispanics will be of Mexican descent. They also are concentrated largely in California and Texas, two states with 28 percent of all the electoral votes needed to elect a president. Half the mainland Puerto Rican population is concentrated in New York, a state second only to California in the number of its electoral votes. In national elections Puerto Ricans vote like Mexican Americans—Democratic. The evidence is clear that in a close statewide New York contest, Puerto Ricans can make a difference in the outcome. Cubans, on the other hand, are more likely to vote Republican. Because of their unique political history as refugees and their generally higher socioeconomic status, they tend to be more conservative than other U.S. Hispanics.

Data from the Census surveys of voting and registration show that Hispanics still lag behind non-Hispanics in electoral participation. This ethnic gap is largely due to a relatively low Hispanic registration rate. If the self reports from Census surveys are correct, Hispanics—once they are registered—are as likely to vote as Blacks, and somewhat less likely than Whites. Persistent differences in registration and turnout rates between Hispanics and non-Hispanics may be more a function of class than of ethnicity, a topic which deserves further investigation.

But perhaps the most valuable finding that emerges from the data presented here is that the various Hispanic electorates—with the exception of the Cubans—speak largely with one voice when they vote. When the facts of high Hispanic population growth, their strategic geographic concentrations, and their bloc voting patterns are considered, it is clear why Hispanics increasingly have become a deciding factor in many local and statewide elections, and why they may well influence the outcome of national elections too.

Section V:

"For Further Information" -- Sources And Resources

"FOR FURTHER INFORMATION"...SOURCES AND RESOURCES

Sources of information contained in the Hispanic Almanac in most instances are shown below the material which was drawn from them.

For further information on the origins, culture, and problems of U.S. Hispanics, see **Hispanics and Grantmakers, a Special Report of Foundation News**, published in 1981 by the Council on Foundations, Inc., Washington, D.C. The reader is directed, in particular, to the following articles from which much of the material in the report "Who They Are, Whence They Came" was taken.

Castillo, Leonel, "Turning the Statue of Liberty Southward"

Díaz, Guarioné M., "The Changing Cuban Community"

Estrada, Leobardo, "Hispanic Realities of the Eighties"

Guzmán, Ralph, "Chicanos in the United States"

Samora, Julian, "La Familia de La Raza"

Soto, Leandro P., "The Story of El Flaco—The 'Skinny One'"

Vivó, Paquita, "I Am, Because That's What I Am"

For further information about "The Hispanic Electorates," see references in the following list, from which material for that section was taken.

Andrade, Juan and Wilfredo Nieves, **Final Exit Poll Report: Chicago Mayoral Election**. Columbus, Ohio: Midwest Voter Registration Education Project, April 1983.

Brischetto, Robert R. and Rodolfo O. de la Garza, **The Mexican American Electorate: Political Participation and Ideology**. San Antonio, Texas: Southwest Voter Registration Education Project and the Center for Mexican American Studies, University of Texas at Austin, 1983.

Brischetto, Robert R., Annette A. Aviña and Yolanda Doerfler, **Mexican American Voting in the 1982 Texas General Election**. San Antonio, Texas: Southwest Voter Registration Education Project, December 1982.

Falcón, Angelo, "The Invisible Vote: Puerto Ricans and the 1982 Gubernatorial Elections in New York State," Pp. 30–50 in National Puerto Rican Coalition, **Strategies for Increasing Voter Participation in Puerto Rican Communities in the Continental United States**, Alexandria, Virginia: NPRC, 1983.

IPR DATANOTE, "Puerto Rican and Latino Voter Registration in New York City 1982–83: An Update," **Number One**, January 1984.

National Association of Latino Elected and Appointed Officials, "Preliminary List of Hispanic State Legislators and Hispanic Mayors of Cities Over 30,000 in the United States and Puerto Rico," NALEO Civic Affairs Fund, July 1983.

Orren, Gary R. and Sidney Verba, "American Voter Participation: The Shape of the Problem," in **Voting for Democracy**, report prepared for the Harvard/ABC Symposium on American Voter Participation, September 30–October 1, 1983.

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U.S. Bureau of the Census, **Current Population Reports**, Series P20, No.250, Voting and Registration in the Election of November 1972.

U.S. Bureau of the Census, **Current Population Reports**, Series P20, No.293, Voting and Registration in the Election of November 1974.

U.S. Bureau of the Census, **Current Population Reports**, Series P20, No.322, Voting and Registration in the Election of November 1976.

U.S. Bureau of the Census, **Current Population Reports**, Series P20, No.344, Voting and Registration in the Election of November 1978.

U.S. Bureau of the Census, **Current Population Reports**, Series P20, No.370, Voting and Registration in the Election of November 1980.

U.S. Bureau of the Census, **Current Population Reports**, Series P20, No.383, Voting and Registration in the Election of November 1978.

U.S. Bureau of the Census, **1980 Census of Population, General Population Characteristics**, Series PC80-1-B.

U.S. Bureau of the Census, **1980 Census of Population, General Social and Economic Characteristics**, Series PC80-1-D.

Warren, Robert and Jeffrey S. Passel, "Estimates of Illegal Aliens from Mexico Counted in the 1980 United States Census," paper presented at the annual meeting of the Population Association of America, Pittsburgh, Pennsylvania, April 14–16, 1983.

Wolfinger, Raymond E. and Steven J. Rosenstone, **Who Votes?** New Haven Connecticut: Yale University Press, 1980.

A Partial List Of Hispanic Organizations

Asociación Nacional Pro Personas Mayores
(National Association for Hispanic Elderly)
1720 West Olympic Blvd.—Suite 401
Los Angeles, California 90015
(213) 487-1922

Aspira of America, Inc.
114 East Twenty-eighth Street
New York, New York 10016
(212) 889-6101

Comisión Femenil Mexicana Nacional
379 South Loma
Los Angeles, California 90017
(213) 484-1515

Congressional Hispanic Caucus
House Annex 2—Room 557
Washington, D.C. 20515
(202) 226-3430

Congressional Hispanic Caucus, Inc.
504 C Street, N.E.
Washington, D.C. 20002
(202) 543-1771

Cuban American Legal Defense and Education Fund (CALDEF)
130 East Lewis Street, Post Office Box 10538
Fort Wayne, Indiana 46802
(219) 422-5539

Cuban National Planning Council
300 S.W. Twelfth Avenue—Third Floor
Miami, Florida 33130
(305) 642-3484

El Congreso Naccional de Asuntos Colegiales
2717 Ontario Road, N.W.—Suite 200
Washington, D.C. 20009
(202) 387-3300

Forum of National Hispanic Organizations
1411 K Street N.W.—Suite 500
Washington, D.C. 20005
(202) 638-3068

Hispanic Higher Education Coalition
Twenty F Street, N.W.—Suite 108
Washington, D.C. 20001
(202) 638-7339

Institute for Puerto Rican Policy, Inc.
Post Office Box 1146 RCU
New York, New York 10185
(212) 689-6331

Labor Council for Latin American Advancement (LCLAA)
815 Sixteenth Street N.W.—Suite 707
Washington, D.C. 20006
(202) 347-4223

Latin American Manufacturers Association (LAMA)
311 Massachusetts Avenue N.E.
Washington, D.C. 20002
(202) 546-3803

Latino Institute
53 West Jackson Boulevard—Suite 940
Chicago, Illinois 60604
(312) 663-3603

League of United Latin American Citizens (LULAC)
2590 Morgan Avenue, Post Office Drawer 5427
Corpus Christi, Texas 78405
(512) 882-8284

Mexican-American Legal Defense and Education Fund (MALDEF)
28 Geary Street—Sixth Floor
San Francisco, California 94108
(415) 981-5800

Mexican American Women's National Association (MANA)
1201 Sixteenth Street, N.W.—Suite 420
Washington, D.C. 20036
(202) 223-3440

Midwest Voter Registration Education Project
51 North High Street—Suite 300
Columbus, Ohio 43215
(614) 464-1116

National Association for Bilingual Education (NABE)
1201 Sixteenth Street N.W.—Suite 405
Washington, D.C. 20036
(202) 822-7870

National Association of Latino Elected and Appointed Officials (NALEO)
504 C Street, N.E.
Washington, D.C. 20002
(202) 546-2536

National Coalition of Hispanic Mental Health and Human Services Organizations (COSSMHO)
1015 Fifteenth Street, N.W.—Suite 402
Washington, D.C. 20005
(202) 638-0505

National Council of La Raza (NCLR)
Twenty F Street N.W.—Second Floor
Washington, D.C. 20001
(202) 628-9600

National Puerto Rican Coalition (NPRC)
701 North Fairfax Street—Suite 310
Alexandria, Virginia 22314
(703) 684-0020

National Puerto Rican Forum, Inc.
450 Park Avenue South—Eleventh Floor
New York, New York 10016
(212) 685-2311

Puerto Rican Legal Defense and Education Fund, Inc. (PRLDEF)
95 Madison Avenue—Suite 1304
New York, New York 10016
(212) 532-8470

SER—Jobs for Progress, Inc.
1355 River Bend Drive—Suite 350
Dallas, Texas 75247
(214) 631-3999

Southwest Voter Registration Education Project (SVREP)
201 North St. Mary's—Suite 501
San Antonio, Texas 78205
(512) 222-0224

U.S. Catholic Conference
Secretariat for Hispanic Affairs
1312 Massachusetts Avenue N.W.
Washington, D.C. 20005
(202) 659-6876

For additional information on Hispanic organizations, see—

- **A Guide to Hispanic Organizations**, published by Philip Morris U.S.A., Public Affairs Department, 120 Park Avenue, New York, New York 10017.

- **Guidebook to Hispanic Organizations and Information**, published by ERIC Clearinghouse on Urban Education, Box 40, Teachers College, Columbia University, New York, New York 10027.

A Partial List Of Hispanic Communications Media And Media Organizations

Asociación Periodistas y Locutores Interamericanos de Illinois
5475 North Milwaukee Avenue
Chicago, Illinois 60630
(312) 674-0660
(Contact Orlando Miranda)

Asociación Periodistas Puertorriqueño de Nueva York
300 West Twenty-third Street
New York, New York 10011
(212) 807-4664
(Contact Samuel Rene Quiñones)

Association of Latin Americans in Broadcasting
Post Office Box 785
Natick, Massachusetts 01760
(Contact Dalia Diaz St. Marie)

Bay Area Latino Media Association (BALMA)
4088 Will Rogers Drive
San Jose, California 95117
(405) 920-5253
(Contact Ron Gonzales)

California Association of Latinos in Broadcasting (CALIB)
c/o KNXT-TV
6121 Sunset Boulevard
Hollywood, California 90028
(213) 460-3555
(Contact Bob Alaniz)

California Chicano News Media Association (CCNMA)
School of Journalism, University of Southern California
Los Angeles, California 90089
(213) 743-7158
(Contact Frank Newton)

Central California Chicano Media Association (CCCMA)
936 North Van Ness Street
Fresno, California 93728
(209) 233-2202
(Contact Alicia Maldonado)

Colegio Nacional Periodistas de Cuba
900 Southwest First Street
Miami, Florida
(305) 354-6066
(Contact Fausto La Villa)

Concerned Media Professionals
Journalism Department, Franklin Building
University of Arizona
Tucson, Arizona 85721
(602) 626-5042
(Contact Edith Auslander)

Diario de las Americas (published daily)
2900 N.W. 39th Street
Miami, Florida 33142
(305) 633-3341

El Diario—La Prensa (published daily)
143 Varick Street
New York, New York 10013
(212) 807-4600

El Miami Herald (published daily)
Old Herald Plaza
Miami, Florida 33101
(305) 350-2755

Hispanic Academy of Media Arts and Sciences (HAMAS)
Columbia Pictures
Columbia Plaza South
Burbank, California 91505
(213) 954-2696
(Contact Ivy Orta)

Hispanic Media Association of Washington, D.C.
1420 N Street, N.W.
Washington, D.C. 20005
(202) 234-0280
(Contact Charlie Ericksen)

Hispanic Public Affairs Association
Post Office Box 5488
Washington, D.C. 20016
(301) 763-4040
(Contact Armando Rendon)

Hispanics in Communication
Post Office Box 431
Lennox Hill Station
New York, New York 10021
(212) 869-3131
(Contact Jackie Da Costa)

La Opinión (published daily)
1436 South Main Street
Los Angeles, California 90015
(213) 748-2141
(213) 221-3232

National Association of Hispanic Journalists
School of Journalism, University of Southern California
Los Angeles, California 90089
(213) 743-7158
(Contact Frank Newton)

National Association of Hispanic Publications
Post Office Box 54307
Los Angeles, California 90054
(213) 222-1349
(Contact Kirk Whisler)

New Mexico Minority Media Association
School of Journalism, University of New Mexico
Albuquerque, New Mexico 87131
(505) 243-4411
(Contact Paula Maes)

Professional Organization of Mexican Americans in Communication (POMAC)
3525 Hueco Street
El Paso, Texas 79903
(915) 565-2861
(Contact Bert Salazar)

TECLA, Network of Hispanic Communicators
KERA-TV
3000 Harry Hines Boulevard
Dallas, Texas 75202
(214) 744-1300
(Contact Diane Navarrete)

A Partial List Of Hispanic Research Institutions

Center for Migration Studies
209 Flagg Place
Staten Island, New York 10304
(212) 351-8800

Center for Puerto Rican Studies
Hunter College, CUNY
695 Park Avenue
New York, New York 10021
(212) 772-5715

Center for U.S.-Mexican Studies
University of California, San Diego
(Q-057)
La Jolla, California 92093

Chicano Studies Research Center
3121 Campbell Hall
University of California
Los Angeles, California 90024

Cuban American Foundation
1000 Thomas Jefferson Street, N.W.
Washington, D.C. 20007

Hispanic Research Center
Fordham University
Bronx, New York 10458
(212) 933-2233

Intercultural Development Research Association
5835 Callaghan Road—Suite 111
San Antonio, Texas 78228

Library of Congress
The Hispanic Division
Washington, D.C. 20540
(202) 287-5000

Mexican American Research Center
2525 Wallingwood Drive —Suite 115
Austin, Texas 78746
(512) 327-6950

National Center for Bilingual Research
4665 Lampson Avenue
Los Alamitos, California 90720
(213) 598-0481

National Hispanic University
255 East 14 Street
Oakland, California 94606
(415) 451-0511

Southwest Hispanic Research Institute
University of New Mexico
Albuquerque, New Mexico 87131

Spanish Speaking Mental Health Research Center
University of California
Los Angeles, California 90024

Stanford Center for Chicano Research
Stanford University
Stanford, California 94305
(415) 497-3914

Technical Appendix

TECHNICAL APPENDIX

INTRODUCTION

The Technical Appendix presents technical matter pertaining to the development of the national and major market profiles of Hispanics. Items treated in the Appendix include those requiring explanation to allow the reader to determine how estimates were generated and how the data presented may be interpreted.

The Technical Appendix consists of four sections: definitions, design of socioeconomic analysis, accuracy of the data, and procedures. "Definitions" defines terms used throughout the Almanac. "Design of Socioeconomic Analysis" discusses the analytical design of the national and major market profiles, including the use of both Standard Metropolitan Statistical Area (SMSA) and Area of Dominant Influence (ADI) market definitions. "Accuracy of the Data" describes the limitations of the data included in the Almanac, and "Procedures" describes the methods employed to generate the population projections and socioeconomic indicators of the Almanac.

DEFINITIONS

The following are definitions of terms frequently used in the Hispanic Almanac.

MARKET DEFINITIONS

Standard Metropolitan Statistical Area (SMSA)

"The general concept of a metropolitan area is one of a large population nucleus, together with adjacent communities which have a high degree of economic and social integration with that nucleus. The standard metropolitan statistical area (SMSA) classification is a statistical standard, developed for use by federal agencies in the production, analysis, and publication of data on metropolitan areas. The SMSA's are designated and defined by the Office of Management and Budget, following a set of official published standards developed by the interagency Federal Committee on Standard Metropolitan Statistical Areas.

"Each SMSA has one or more central counties containing the area's main population concentration: an urbanized area with at least 50,000 inhabitants. A SMSA may also include outlying counties which have close economic and social relationships with the central areas. The outlying counties must have a specified level of commuting to the central counties and must also meet certain standards regarding metropolitan character, such as population density, urban population, and population growth. In New England, SMSA's are composed of cities and towns rather than whole counties."[1]

Area of Dominant Influence

In addition to presenting Hispanic data and analysis for markets specified according to the SMSA definition, the Almanac also presents total and Hispanic population data for markets specified according to the ADI definition. Population statistics for ADI markets were included particularly for those interested in the commercial implications of the size and growth of the Hispanic market. ADI markets are well defined for commercial interests since they are determined according to the media coverage through which goods and services for sale are advertised. The following is the broadcast industry's definition of ADI:

"The Area of Dominant Influence is a geographic market design that defines each television market exclusive of the others, based on measurable viewing patterns. Each market's ADI consists of all counties in which the home market stations receive a preponderance of viewing, and every county in the U.S. (excluding Hawaii and Alaska) is allocated exclusively to only one ADI—there is no overlap. The total of all ADI s represents the total television households in the U.S."[2]

United States (U.S)

For the purposes of the Hispanic Almanac, the United States consists of the 50 states and the District of Columbia. The Commonwealth of Puerto Rico and all U.S. territories are excluded. Thus, data on the U.S. Puerto Rican population include only those Puerto Ricans living in the 50 states and the District of Columbia. This excludes 3,196,520 living on the Island of Puerto Rico as reported by the 1980 Census, most of whom are Hispanics.

POPULATION SUBGROUP DEFINITIONS[3]

Hispanic

In the Hispanic Almanac the term "Hispanic" refers to all individuals who were classified as "Persons of Spanish Origin or Descent" by the 1980 Census. "Persons of Spanish Origin or Descent," and therefore "Hispanics," are those who classified themselves in one of the specific Spanish origin categories listed on the Census questionnaire—Mexican, Puerto Rican, or Cuban—as well as those who indicated that they were of other Spanish/Hispanic origin. The Spanish origin question, to which all those surveyed by the Census responded, is:

"Is this person of Spanish/Hispanic origin or descent?"

- No (not Spanish/Hispanic)
- Yes, Mexican, Mexican-American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, other Spanish/Hispanic

It should be emphasized that the Spanish origin question was not used to determine race. Another question was used for this purpose. Thus, Hispanics are also classified by racial category—White; Black; American Indian, Eskimo, and Aleut; Asian or Pacific Islander; or other.

Puerto Ricans

Puerto Ricans are those who classified themselves in the Puerto Rican category of the Spanish origin question on the Census questionnaire.

Mexican Americans

From a range of options, Mexican American was chosen as the classification for those individuals of Mexican ancestry living in the United States. Alternative classifications, each of which may be preferred by a given group, are Chicano, persons of Mexican ancestry, persons of Mexican origin or descent, or Mexican. Mexican Americans, as well as the aforementioned alternatives, refer to those who classified themselves in the "Mexican, Mexican-American, Chicano" category of the Spanish origin question on the Census questionnaire.

Cuban Americans

Cuban Americans are those who classified themselves in the Cuban category of the Spanish origin question on the Census questionnaire.

Other Hispanics

Other Hispanics, or persons reporting "other Spanish/Hispanic" origin, are those whose origins are from Spain or the Spanish-speaking countries of Central or South America, or they are Spanish origin persons identifying themselves generally as Spanish, Spanish American, Hispano, Latino, etc.

American Indians, Eskimos, and Aleuts

American Indians, Eskimos, and Aleuts are those who classified themselves in either the American Indian, Eskimo, or Aleut category of the following racial question on the Census questionnaire. "Is this person—

- White
- Black or Negro
- Japanese
- Chinese
- Filipino
- Korean
- Vietnamese
- Indian (Amer.)
- Asian Indian
- Hawaiian
- Guamanian
- Samoan
- Eskimo
- Aleut
- Other[4]—Specify _____

Asians and Pacific Islanders

Asians and Pacific Islanders are those who classified themselves as being of Japanese, Chinese, Filipino, Korean, Vietnamese, Asian Indian, Hawaiian, Guamanian, Samoan, or any other Asian or Pacific Island origin on the above racial question.

DESIGN OF SOCIOECONOMIC ANALYSIS

The socioeconomic analysis sections of the Almanac were designed to provide both national and market-specific descriptions and analyses of the Hispanic population and its principal characteristics. Such treatment is intended to provide a broad understanding of the U.S. Hispanic population as well as in-depth knowledge of local Hispanic populations. The local in-depth analyses cover nearly 80 percent of the U.S. Hispanic population.

Emphasis was placed on comparative analysis in the Almanac. For the national profile, Hispanic data are compared with statistics for the total U.S. population and the two largest racial groups, Whites and Blacks. Such comparisons provide a better understanding of the changing importance and relative socioeconomic position of Hispanics within the United States.

For the major markets, Hispanic data additionally are compared with the Asian and Pacific Islander and American Indian, Eskimo, and Aleut populations. These groups are particularly important in certain markets—for example, American Indians in Albuquerque, and Asians and Pacific Islanders in San Francisco. Their inclusion makes possible important inter-group comparisons.

A major decision in the development of the Almanac was the selection of the market definition to be employed. There are many choices—Area of Dominant Influence (ADI), Standard Metropolitan Statistical Area (SMSA), specialized trade area, county, city. For the Almanac, both the ADI and the SMSA have been used.

The ADI market definition has been selected to identify the 20 largest U.S. Hispanic markets. The geographic area, size of the Hispanic and total populations by counties or portions thereof included in the ADI, and projected Hispanic populations in 1985 and 1990 are presented. The ADI is the predominant market definition used by the broadcasting and advertising industries. Thus, the Almanac's presentation of information for ADI markets was deemed most useful for businesses and organizations interested in the commercial ramifications of the size and growth of

the U.S. Hispanic population.

The remaining information for the 20 largest markets was presented at the SMSA level. This was done because the SMSA is a more generally recognized market definition, and because the Census aggregates data by SMSA and not ADI.

The addition of ADI market data further delineates the 20 markets. And since the SMSA's Hispanic population represents a significant portion[5] of the ADI's Hispanic population, SMSA-level statistics are good indicators of the ADI, which is usually a larger geographical area.

All statistics, whether presented on a national, ADI, or SMSA basis, are either direct presentations of U.S. Census data or CTI estimates based on Census data. The procedures employed by CTI to generate its estimates are discussed in a subsequent section of the Technical Appendix. Generally, however, CTI's estimates were developed by either manual or computer manipulations of the data.

ACCURACY OF THE DATA

All of the data presented in the Hispanic Almanac are estimates, and whether the data were generated by the U.S. Bureau of the Census or CTI, it is anticipated that there will be errors.

However, the Hispanic Almanac presents the highest quality data available, and the level of error, while varying by type of data, is expected to be small.

In that most of the data presented in the Almanac were generated by the Census, estimates of accuracy will be generally available through the Census. Unfortunately, studies being undertaken by the Census to determine accuracy have not been completed. However, descriptions of the possible sources of error are normally included as part of each Census publication. Thus, the reader may wish to check the specific data sources cited within the Almanac to review the section on accuracy for the data included in each referenced publication.

Given the lack of estimates regarding the accuracy of Census data, CTI developed its own estimates regarding the accuracy of Hispanic counts for use until Census analysis is concluded. However, we could not properly apply these estimates to the Census data used in the profiles. A summary of these estimates is included in the following table.

SUMMARY OF ESTIMATES OF ACCURACY, U.S. CENSUS COUNTS OF HISPANICS

Hispanic Count	Estimate of Accuracy
National Hispanic Count	6% Undercount
Local Census Counts of Hispanics	
Albuquerque SMSA	4% Undercount
Austin SMSA (included in 1985–1990 ADI projections)	5% Undercount
Chicago SMSA	12% Undercount
Corpus Christi SMSA	7% Undercount
Dallas-Ft. Worth SMSA	2% Undercount
Denver SMSA	11% Undercount
El Paso SMSA	10% Undercount
Fresno SMSA	3% Undercount
Houston SMSA	15% Undercount
Los Angeles SMSA	9% Undercount, With a Range of 5–15%
McAllen SMSA	8% Undercount
Miami SMSA	5% Undercount
New York SMSA	11% Undercount, With a Range of 7–18%
Philadelphia SMSA	4% Undercount
Phoenix SMSA	5% Undercount
Sacramento SMSA	3% Undercount
Salinas-Monterey SMSA	5% Undercount
San Antonio SMSA	2% Undercount
San Diego SMSA	8% Undercount
San Francisco SMSA	4% Undercount, With a Range of 4-15%
Tucson SMSA	1% Undercount

The methodology used to develop the above estimates of accuracy entailed: 1) identifying previously existing (prior Census) and potential causes of error in enumerating Hispanics, 2) identifying Census efforts to overcome the causes of error, 3) analysis of Census success in addressing the causes of error, and 4) estimation of the impact of the causes of error which were not successfully eliminated. This last step, which resulted in CTI's estimates of accuracy, was conducted by Dr. Leobardo Estrada and was based on his experience, and the experience of other enumeration specialists, in helping execute the national and local counts of Hispanics for the U.S. Census Bureau. Additional information on this methodology may be obtained by calling or writing CTI at the number or address listed in the Almanac.

Every effort has been made to eliminate all mechanical errors associated with CTI's calculations or estimates based on the use of Census data. Thus, the accuracy of CTI's estimates and calculations will depend on the validity of the assumptions employed, in addition to the original accuracy of the Census data. While specific analysis has not been made regarding the validity of each assumption, these assumptions are either explicitly or implicitly noted in each section of the profiles or in the Technical Appendix. This allows the interpretation of data to be made subject to these assumptions.

There is, however, one major assumption in the development of population growth estimates and projections: that the 1970 and 1980 Census counts of Hispanics are comparable. This assumption was necessary because the 1970 and 1980 counts are the only reliable and extensive data sources on Hispanics. Thus, it was deemed better to provide estimates based on comparing two not-fully-comparable data sets than to forego the use of growth estimates and projections which illustrate the single-most important characteristic of the Hispanic population, its phenomenal growth.

The reader should be cautioned that this is a significant assumption. Although the assumption is often made, the 1970 and 1980 data sets are not directly comparable. There are four major factors which restrict comparability of the data: 1) overall improvements in the 1980 Census, 2) better coverage of the population, 3) improved question/questionnaire design, and 4) an effective public relations campaign by the Census Bureau with the assistance of national and community ethnic groups. These improvements in the 1980 Census resulted in an enumeration of Hispanics more accurate than the 1970 enumeration. Thus, comparing 1970 and 1980 counts may be expected to produce some over-estimation of Hispanic growth.

The accuracy of the growth estimates cannot presently be determined since this requires knowing how much more accurate the 1980 data are. As previously noted, studies have not yet been concluded regarding the accuracy of the 1980 Census data. Still, CTI does not believe the errors in the growth estimates are so great as to alter the overall conclusions regarding the relative growth of the Hispanic population. From 1970 to 1980 the Hispanic population was estimated to have grown at 10 times the rate of Whites, six times the rate of the total population, and between three and four times the rate of the Black population. If care is used in interpreting conclusions drawn from their use, the Hispanic growth estimates may be considered reliable.

The accuracy of the 1985 and 1990 projections will depend on the extent to which the 1970 and 1980 counts are comparable, as well as the overall accuracy of the counts. While the growth estimates may be overestimated, this would not necessarily cause an overestimation in the 1985 and 1990 projections. The possible over-estimation should be considered together with the level of undercount in the data. In that these two factors will tend to cancel each other, the 1985 and 1990 projections are considered relatively reliable.

A second area where caution should be observed in comparing data sets are the tables in the Almanac where racial categories (Whites, Blacks, American-Indians, Eskimos, and Aleuts, and Asians and Pacific Islanders) are presented along with the non-racial category—Hispanics. Since Hispanic origin is not considered to be a separate racial category, Hispanics are also included within racial categories. Thus, adding figures for the racial categories and figures for Hispanics will not sum to figures for the total population.

Overall, the 1980 Census provided the highest quality data ever available on the characteristics of the U.S. population. As a result, it is believed the Hispanic Almanac, including the estimates and adjustments added by CTI, provides the most accurate depiction possible of the social and economic characteristics of Hispanics.

Notes

[1]*General Population Characteristics*, Series PC80-1-B, Bureau of the Census.

[2]*Broadcasting Cablecasting Yearbook 1983*, Storer Communications.

[3]See "Definitions and Explanations of Subject Characteristics," *General Population Characteristics*, Series PC80-1-B, Bureau of the Census.

[4]Care should be taken not to confuse this "other" category, which is used to identify race, with the "other Hispanics" category which refers to Hispanics other than those of Cuban, Mexican, or Puerto Rican ancestry. It should also be noted that while most Hispanics classified themselves as White, they can belong to any of the racial classifications shown above.

[5]In most cases the Hispanic population of the SMSA exceeds 70 percent of the Hispanic population of the ADI.

PROCEDURES

The following procedures were used to develop the designated population characteristics and socioeconomic indicators. Where possible, formulas are used for concise presentation.

Population Projections

Population projections for the Hispanic Almanac were developed utilizing the following formulas:

1985-1990 Population Growth Projections for Population Subgroups

(Excluding the National Projection of Total Hispanic Population)

$$\text{1990 Population}_{im} = X_m Y_{im}$$

Where $_m$ = Population Growth Multiplier for Group i in Market m

$$= \frac{\text{1980 Population of Group } i \text{ in Market } m}{\text{1970 Population of Group } i \text{ in Market } m};$$

Y_{im} = 1980 Population of Group i in Market m

i = a Population Subgroup (e.g. Hispanics, Blacks, etc.);

and m = the United States or One of the 20 Largest U.S. Hispanic Markets

$$\text{1985 Population}_i = \frac{\text{1990 Population}_i - \text{1980 Population}_i}{2}$$

Where i = a Population Subgroup.

1985-1990 Population Growth Projections for the Total U.S. Hispanic Population

$$\text{1990 U.S. Hispanic Population} = \Sigma \text{ 1990 Population}_i$$

Where i = One of Four Hispanic Subgroups (Cuban Americans, Mexican Americans, Puerto Ricans, or other Hispanics)

1985-1990 Population Projections of the 20 Largest U.S. Hispanic Markets

$$\text{1990 ADI Population}_m = (X_m + Y_m)Z_m$$

Where X_m = Population Growth Multiplier for Market m

$$= \frac{\text{1980 SMSA Population of Market } m}{\text{1970 SMSA Population of Market } m};$$

Y_m = CTI Estimate of Census Undercount in Market m (See Accuracy of the Census Section);

Z_m = 1980 ADI Population of Market m; and

m = One of the 20 Largest U.S. Hispanic Markets in 1980

$$\text{1985 ADI Population}_m = \frac{\text{1990 ADI Population}_m - \text{1980 ADI Population}_m}{2}$$

Where m = One of the 20 Largest U.S. Hispanic Markets in 1980.

ADI Populations

Total and Hispanic populations in 1980 were calculated for each of the 20 largest U.S. Hispanic markets, as specified by the ADI definitions for the market from *Broadcasting Cablecasting Yearbook, 1983*. The 1980 Census counts for the total Hispanic populations of each county included in the ADI were totaled to provide the 1980 total and Hispanic populations for the ADI. In a few instances, an ADI definition includes only a portion of a county. In such cases the ADI section identifies the portion included.

Educational Attainment Data

As indicated in the footnote pertaining to the educational attainment table contained in the "Educational Status" sections, care should be taken to interpret this table. Figures for each population group identify the number and percentage of persons of those 25 and older who have completed a specified level of education. It should be recalled that the "Hispanics" category is not a racial category. Thus, group figures for a given level of educational attainment will not equal the corresponding category for the total population. In that Hispanics are not considered to be a separate racial group, they are also classified according to race within the other groups.

Income

Income data presented in the Almanac are for income year 1979. This was the last completed income year at the time of Census enumeration. While current income estimates could be generated by "scaling up" 1979 data by the U.S. or local inflation rate, no such effort has been made in this document.

In most instances, mean and median family income levels and the percent-below-poverty indicators were aggregated by the Census for the major markets included in the Almanac. In certain cases (e.g., Corpus Christi), it was necessary to aggregate Census data by county to generate SMSA-wide data.

THE HISPANIC ALMANAC'S
NATIONAL SOCIOECONOMIC PROFILE OF HISPANICS,
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Comprehensive Technologies International

Hispanic Market Specialists, Market Research and Forecasting, Sales Strategies, and Opinion Surveys.

10521 West Drive, Fairfax, Virginia 22030 (703) 352-4191

Celestino M. Beltran
Peter M. Theobald
Gregory D. Villanueva
Principals